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ANNUAL GIVING AND ALUMNI SUPPORT / 1959-1960

AMERICAN ALUMNI COUNCIL / 1785 Massachusetts Ave., N. W., Washington 6, D. C.

MARY JO CARPENTER, Editor

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SALIENT FACTS

The 804 universities, colleges and independent secondary schools reporting to the 1959-1960 Survey of Annual Giving and Alumni Support received a grand total of $179,226,874 from their alumni. Of this amount, $50,239,384 came through annual alumni funds.

Alumni support of United States higher education, as determined by the 690 universities and colleges included in the 1959-1960 Survey, reached a record high of $163,097,722. Of this amount, $46,927,155 came through annual alumni funds.

The one hundred secondary schools included in the 1959-1960 survey received $14,297,891 from alumni, with $2,656,773 of this coming through annual funds. The fourteen institutions outside the United States (including thirteen Canadian institutions) reported total alumni gifts of $1,831,261. Gifts to annual funds accounted for $655,456 of this total.

Of 6,735,745 alumni asked to give to their alma maters for annual alumni funds, 1,458,093 responded in 1959-1960. Others gave through other channels, making a grand total of 1,567,325 alumni who supported their institutions.

The reported effectiveness of solicitation of alumni for gifts to their annual funds increased from 20.7% in 1958-1959 to 21.6% in 1959-1960.

The average gift from alumni to their annual funds increased from $31.93 in 1958-1959 to $34.67 in 1959-1960. The average gift from alumni to their institutions through all channels in 1959-1960 was $96.58.

Total gift support from all sources to these 804 institutions was $753,891,615. The total for colleges and universities in the United States was $692,408,948. Independent Secondary Schools received $22,624,226 and Institutions outside the United States received $38,858,441.

Alumni giving represented almost one-fourth (24.4%) of all voluntary support reported by these 804 institutions in 1959-1960.

The 1959-1960 Survey shows an increase over the Survey of 1958-1959 of 18.9% in alumni gifts to annual funds and 1.5% in total of all alumni giving.

FOREWORD

Hung prominently on the office walls of a number of educational organizations these days is a quotation from an ancient English judge that has caught the fancy of all who must deal with statistical reports. As quoted by Sir Josiah Stamp (and as put into recent circulation by the Office of Statistical Information and Research), the judge's observation reads:

> The government are very keen on amassing statistics. They collect them, add them, raise them to the nth power, take the cube root and prepare wonderful diagrams. But you must never forget that every one of these figures comes in the first instance from the village watchman, who just puts down what he damn pleases.

As it happens, this is a particularly inappropriate place for the American Alumni Council to join in passing along this quote. For to put this 1959-1960 Survey of Annual Giving and Alumni Support into proper perspective, we must, unfortunately, start out by correcting a major error in its predecessor. And instead of putting the blame on the "village watchman" on each campus, we must this time assign it all to "the government."

Last year's Survey—the latest in an annual series that began in 1938—proudly announced a spectacular rise in total alumni giving: from $143,112,213 in 1957-58 to $199,882,799 in 1958-59. Since we had taken advantage of a concurrent survey by the Council for Financial Aid to Education to add in the figures from 363 colleges that had not reported to us, we found the big jump plausible in view of what so many institutions were doing to develop increased alumni support.

With real regret, we must retract that $199,882,799 figure and substitute for it $176,496,925. Somehow, in adding up the long columns of figures last year, we made a serious error that went undetected until now. Several private universities with decentralized fund-raising procedures (e.g., Harvard Business School, Harvard College, Harvard Law School, etc.) had submitted separate reports for their various schools and divisions. These were published, along with a cumulative total for each university as a whole. Inadvertently, both the sub-totals and university totals were included in compiling the grand totals; and $23,385,874 in alumni gifts was thus counted twice.

So it is that in reporting $179,226,874 as our grand total for 1959-60, we can continue to say: The trend is still up—if just barely. Since this figure is based on reports from 804 institutions, compared to the 1,143 who last year returned questionnaires to either CFAE or to us or to both, we find grounds for encouragement. We have not, however, experienced as yet the big breakthrough that must come if alumni giving is to reach the ambitious $500 million gift goal set for 1970.

Several other observations are in order about this year's survey. As is all too obvious to those who count on it as a valuable working tool, we are way behind schedule on our publication date. Extra-careful screening of returned questionnaires and countless letters back and forth clarifying figures partially account for the delay. The principal cause, however, was the decision to experiment with a punched card system to compile, tabulate and print the results. Whatever virtues such a system may have in the long run in terms of detailed analyses, it has not been a fast or efficient method of preparing this report for the press.

Despite the difficulties, the able young lady in charge of this year's survey has somehow managed to stay with it to the end, still smiling, still relaxed, still confident that automation may really be here to stay. She started the long assignment as Miss Mary Jo Pugh; she completes it as Mrs. Russell F. Carpenter; she deserves the thanks of all of us for a difficult job well done.

ERNEST T. STEWART
Executive Director

1959-1960 SURVEY OF ANNUAL GIVING AND ALUMNI SUPPORT

In spite of Sir Josiah's qualifications on gathered statistics (as quoted on page 3), there is no doubt that alumni giving has risen since the American Alumni Council presented its 1958-1959 report. That year 1,143 institutions—a record number—reported $176,496,925 in gifts from alumni. Now, a year later, statistics are available for only 804 institutions. Yet the figure for alumni gifts continues to rise, and the $179,226,874 recorded in 1959-1960 shows a solid gain of more than $2.7 million.

Even more dramatic is the increase in alumni giving reported through the fund. Last year's survey reported that 1,323,475 alumni gave $42,252,737 through such funds to their alma maters. The 1959-1960 survey shows a sharp rise to $50,239,384 in fund gifts from 1,458,093 alumni. The annual fund has been the keystone of alumni support ever since the establishment of the Yale Alumni University Fund Association in 1890. In fact, the Council's annual survey restricted itself to questions on gifts to the fund until 1953, when a question on alumni giving through all channels was included for the first time. In this era of ambitious development programs and capital campaigns, calling for exerted effort over a limited period of time, the annual fund continues its steady growth as a major channel for financial support.

Hence, the table below showing a ten-year comparison of alumni giving is significant, since it is primarily concerned with alumni gifts through the annual fund. The comparison cannot be exact, for a somewhat different group of institutions reported each year. And bookkeeping methods vary from institution to institution, plus the fact that, although the format of the last four surveys has been fairly consistent, earlier surveys varied considerably. In

A TEN-YEAR COMPARISON OF ANNUAL GIVING AND ALUMNI SUPPORT

Year	*Institutions Reporting*	*Number of Alumni Donors to Fund*	*Alumni Gifts to Annual Fund*	*Average Alumni Gift to Fund*	*Effectiveness of Fund Solicitation*	*Total of All Alumni Giving*	*Average Alumni Gift through All Channels*
1950	230	490,235	$11,385,203	$23.22	19.4% †	#	##
1951	252	526,621	12,212,967	23.19	19.8 †	#	##
1952	270	585,026	14,481,620	24.75	18.7 †	#	##
1953	302	685,263	16,443,755	24.00	20.0 †	$ 32,319,101	##
1954	352	791,008	21,619,035	27.33	20.3	62,902,852	##
1955	391	892,914	25,434,357	28.48	20.3	77,252,996	##
1956	442	1,016,484	26,190,198	35.60	20.5	106,041,203	##
1957-58	610	1,211,395	38,799,845	32.03	22.5	143,112,213	##
1958-59*	1,143**	1,323,475	42,252,737	31.93	20.7	176,496,925	$104.28
1959-60	804	1,458.093	50,239,384	34.67	21.6	179,226,874	96.58

* Figures for 1958-59 are corrected figures.

** Includes 363 institutions whose figures were obtained from reports submitted to the Council for Financial Aid to Education.

† Prior to 1954, percentage figures were treated as percentage of total alumni rather than percentage of alumni solicited.

# Total Alumni Giving was not reported before 1953, and figures for the first several years following are not really complete.

## This figure was not reported before 1958-59.

DISTRIBUTION OF TOTAL ALUMNI GIVING

A Comparison of the 712 Institutions Reporting 1958-59 and 1959-60

	Number Reporting	*Total Alumni Gifts 1958-59*	*Total Alumni Gifts 1959-60*	*Average Per Institution 1958-59*	*Average Per Institution 1959-60*
Private Universities	59	$80,755,540	$85,249,221	$1,368,738	$1,444,902
Public Institutions	90	16,682,058	16,075,235	185,356	178,614
Private Men's Colleges	60	13,068,249	16,630,816	217,804	277,180
Private Women's Colleges	108	14,143,293	15,309,449	130,956	141,754
Small Coeducational Colleges	98	3,374,720	3,536,656	34,436	36,088
Large Coeducational Colleges	134	17,167,947	16,938,553	128,119	126,407
Professional or Specialized Institutions	45	4,310,072	6,593,903	95,779	146,531
Junior Colleges	21	509,187	504,887	24,247	24,042
Independent Secondary Schools	85	9,475,260	13,704,239	111,474	161,226
Institutions outside the USA	12	1,285,393	1,773,886	107,116	147,824
	712	$160,771,719	$176,316,845	$ 225,803	$ 247,636

spite of all these qualifications, however, the record is an impressive one.

The wide disparity between the number of institutions reporting in 1958-1959 and those reporting to this survey makes a valid comparison of the two years a little difficult. Last year the Council for Financial Aid to Education conducted its biennial Survey of Voluntary Support concurrently with AAC's annual report. (Since CFAE is concerned with the whole broad range of giving to American higher education, its survey provides comprehensive data on all the various sources of support and the purposes for which funds are given. AAC, though it asks for a figure on total support, concentrates on alumni giving, including detailed information on the mechanics of the alumni fund. Thus the two surveys do not duplicate but complement each other and are conducted concurrently every other year.)

In order to provide a more complete accounting of alumni support, AAC last year incorporated in its report the figures of colleges which had reported only to CFAE. Since 1959-60 is the off year for the biennial CFAE effort, the number of institutions included in the AAC survey has thus dropped back to 804.

In order to make the comparison of the two years more meaningful, therefore, statistics on alumni giving for those 712 institutions which reported both years were carefully checked. The resulting figures are charted above, category by category, and show a gratifying rise of more than $15 million.

This comparison was done manually, and because of the time involved could not be carried through for all the columns of the questionnaire. Hopefully, the fact that this year's statistics have been recorded on punch cards will simplify such comparisons in the future and will make possible even more detailed analysis.

In addition to the more than 1,000 member institutions of the American Alumni Council, nonmember accredited colleges and universities and members of the Council for the Advancement of Small Colleges were invited to participate in this year's survey. Member secondary schools of the National Council of Independent Schools were also asked to submit reports. Of a total of 1,540 institutions asked to join in the survey, 804 responded with a completed report (i.e., one which showed some alumni giving).

* * * *

Changes in the questionnaire form were slight this year, with the major addition being a question on matching gifts. The question was intended to unearth information on gifts received (or about to be received) from corporations as a result of the more than 125 matching gift plans now in existence. The reported total of $1,405,565 must be qualified, however, with the fact that some respondents obviously did not understand the question and others were not prepared for it.

* * * *

Totals for the three columns on graduates are not included in the category totals or in the summary table, because so few institutions are able to report these figures. However, statistics for those who did report are included in notes with the figures for each category. Until more institutions keep separate records on graduates, comparison of these figures will have little meaning.

* * * *

Some alumni directors continue to submit reports for the alumni fund but fail to indicate any support from alumni to alma mater through other channels. Some of these institutions do in fact follow the policy of crediting all gifts from graduates and former students of whatever type to the fund. In most cases, however, no effort has yet been made to assign credit to alumni for bequests and gifts which they make directly to the institution for capital funds and other special purposes. In order to make the totals as complete as possible, the fund figures for these institutions have been entered in the column for total

SUMMARY

Category	Number of Inst. Reporting	Total Living Alumni	Alumni Solicited Thru Fund	Alumni Donors to Fund	Effectiveness of Solic.	Alumni Gifts to Annual Fund	Average Alumni Gift to Fund
Private Universities	61	2,290,906	1,745,944	433,934	24.9%	$19,462,310	$45.10
Public Institutions	104	4,320,233	2,217,997	323,290	14.6	7,203,910	22.33
Private Men's Colleges	63	365,971	283,084	83,714	29.6	3,943,422	47.11
Private Women's Colleges	115	445,187	362,853	140,289	38.7	4,857,273	34.62
Small Coeducational Colleges	117	558,459	363,966	71,137	19.6	2,111,929	31.29
Large Coeducational Colleges	151	1,191,282	936,376	209,591	22.4	6,317,927	30.45
Prof. or Spec. Institutions	55	423,363	317,856	65,952	20.3	2,780,890	42.17
Junior Colleges	24	134,375	105,693	18,386	17.4	249,494	13.57
TOTAL—U. S. Higher Education	690	9,729,776	6,333,769	1,346,293	21.2%	$46,927,155	$35.09
Independent Secondary Schools	100	292,594	249,200	79,270	31.8	2,656,773	33.52
Institutions outside the United States	14	369,079	152,776	32,530	21.3	655,456	20.07
GRAND TOTAL—All Reporting Institutions	804	10,391,449	6,735,745	1,458,093	21.6%	$50,239,384	$34.67

alumni gifts (column 17), with an asterisk before the figures to indicate that they are minimums.

* * * *

Four private universities—Columbia, Harvard, Rochester and Western Reserve—submitted separate reports for their various schools and divisions. Needless to say, great pains have been taken not to repeat last year's error in recording these four reports. Only the over-all figures for the four universities have been used when computing totals; the figures for the various schools and divisions have not been used in any mathematical operations and are listed *only* to show the distribution of the over-all total for a given university among its components.

In most cases the schools of the university are listed right above the university itself. This is not true in two instances: Flora Stone Mather College of Western Reserve University is listed with Private Women's Colleges and the New York School of Social Work of Columbia University is listed with Professional or Specialized Institutions. Since the statistics for these two schools are a part of the cumulative totals of their respective universities and have thus been included in the category totals for Private Universities, the figures for these two schools have *not* been included in the categories in which they are listed.

Wherever comparisons are made in this report or wherever statistics from last year's report are cited, the *corrected* figures are used.

* * * *

SUMMARY

Alumni Giving not Credited to Fund	Total of All Alumni Giving	Total Alumni Donors to All Purposes	Aver. Alumni Gift through All Channels	Non-Alumni Parent Giving	Gifts Eligible for Matching by Corporations	Total Gift Support to Institution	Alumni Giving as % of Total Support
$ 66,150,372	$ 85,844,870	419,631	$150.95	$ 2,132,056	$ 324,209	$347,052,922	24.9%
8,538,971	16,140,254	351,969	36.51	232,277	107,024	133,732,984	12.4
10,489,038	16,674,039	96,535	171.90	809,761	134,737	36,991,805	45.7
7,487,538	15,384,966	183,239	83.58	1,933,791	48,270	34,224,903	44.7
1,687,715	4,101,379	76,946	52.44	648,259	224,844	27,093,186	15.1
9,983,494	17,583,303	237,847	73.10	756,267	143,482	81,525,158	20.9
4,029,142	6,815,522	67,429	100.72	568,218	371,707	29,356,649	21.6
252,995	553,389	21,581	25.64	127,207	4,090	2,431,341	22.8
$108,619,265	$163,097,722	1,455,177	$ 93.23	$ 7,207,836	$1,358,363	$692,408,948	23.8%
9,321,535	14,297,891	82,110	171.97	5,606,084	45,350	22,624,226	52.5
987,154	1,831,261	30,038	50.35	580	1,852	38,858,441	9.0
$118,927,954	$179,226,874	1,567,325	$ 96.58	$13,814,500	$1,405,565	$753,891,615	24.4%

AVERAGES AND MEDIANS

Category	Effectiveness of Solicitation			Average Alumni Fund Gift			Percent of Graduates	
	No. Inst.	Average	Median	No. Inst.	Average	Median	No. Inst.	Average
Private Universities	57	24.9%	20.8%	56	$45.10	$36.46	11	21.5%
Public Institutions	94	14.6	14.2	94	22.33	12.70	25	15.1
Municipal Institutions	4	20.0	Not App.	4	16.67	Not App.	2	Not App.
Major State Univ. & Land-Grant Col.	53	14.3	13.6	53	24.39	20.22	13	15.6
Other Public Institutions	32	14.2	14.1	33	14.09	7.61	10	12.5
Public Women's Colleges	5	17.9	Not App.	4	7.01	Not App.	0	
Private Men's Colleges	55	29.6	24.6	56	47.11	34.72	26	35.7
Private Women's Colleges	97	38.7	29.7	97	34.62	14.86	43	54.6
Small Coeducational Colleges	110	19.6	19.0	107	31.29	25.49	46	22.0
Large Coeducational Colleges	134	22.4	20.7	132	30.45	24.15	50	33.1
Professional or Specialized Inst.	51	20.3	26.4	52	42.17	29.70	14	15.8
Major Technological Inst.	11	27.0	36.0	11	38.01	34.20	3	Not App.
Private Teachers' Colleges	8	10.9	Not App.	8	22.06	Not App.	2	Not App.
Theological Seminaries	6	29.5	Not App.	7	20.27	Not App.	1	Not App.
Medical Schools	5	33.2	Not App.	5	63.60	Not App.	1	Not App.
Medical Specialty Schools	8	34.6	Not App.	8	99.08	Not App.	3	Not App.
Other Specialized Inst.	13	14.2	14.4	13	30.91	19.35	4	Not App.
Junior Colleges	21	17.4	18.5	21	13.57	10.70	1	Not App.
Independent Secondary Schools	93	31.8	26.5	93	33.52	23.63	14	33.6
Institutions outside the United States	10	21.3	18.6	10	20.07	16.94	3	Not App.
All Categories	722	21.6%	21.4%	718	$34.67	$21.84	233	24.4%

Averages and percentages (columns 10, 12, 15, 19 and 23) were figured for categories and for the summary table by excluding institutions which had responded to neither or to only one of the two columns necessary to compute the average or percentage. For example, some institutions were able to report the total of all alumni giving (column 17), but were not able to report total alumni donors (column 18). In computing the average alumni gift through all channels (column 19), these institutions were not included.

* * * *

The figures at the bottom of the columns of questions on averages or percentages (effectiveness of solicitation, average alumni gift through the fund, percent of graduates giving, average alumni gift through all channels, alumni support as percentage of over-all support) are *averages*; they were calculated by adding the columns of all the institutions responding to that particular set of questions and then dividing by that number of institutions. Another useful figure in this connection is the *median*, or the point at which exactly half the number of institutions are above and half are below. In some cases this is very near the average, indicating that there were few extremes in the category. In other cases the average and median differ radically, indicating that either a few institutions with high figures had pulled up the average for the entire category, or that a few institutions with low figures had pulled it down. In a category where there are vast differences between the statistics of the various institutions, the median figure often becomes a more accurate standard for comparison than the average figure.

Medians have been calculated for each of five questions and are listed above along with the accompanying averages. The term "Not App." means that the group of institutions involved is too small

AVERAGES AND MEDIANS

Giving Median	Average Alumni Gift Through All Channels No. Inst.	 Average	 Median	Alumni Gifts as Percent of Total Support No. Inst.	 Average	 Median	Category
29.7%	57	$150.95	$68.20	58	24.9%	21.0%	Private Universities
14.0	91	36.51	18.54	90	12.4	27.8	Public Institutions
Not App.	4	28.38	Not App.	4	15.0	Not App.	Municipal Institutions
14.0	49	40.31	27.04	49	12.0	20.2	Major State Univ. & Land-Grant Col.
14.0	34	18.81	10.00	34	21.3	51.2	Other Public Institutions
	4	8.82	Not App.	3	47.9	Not App.	Public Women's Colleges
30.8	61	171.90	66.97	61	45.7	30.1	Private Men's Colleges
44.6	108	83.58	26.92	108	44.7	22.2	Private Women's Colleges
26.9	114	52.44	37.10	116	15.1	13.5	Small Coeducational Colleges
32.8	144	73.10	46.26	145	20.9	15.5	Large Coeducational Colleges
28.9	51	100.72	41.59	47	21.6	20.8	Professional or Specialized Inst.
Not App.	11	166.95	84.31	11	30.8	23.2	Major Technological Inst.
Not App.	8	23.28	Not App.	7	6.8	Not App.	Private Teachers Colleges
Not App.	5	27.38	Not App.	7	7.2	Not App.	Theological Seminaries
Not App.	5	62.50	Not App.	3	6.0	Not App.	Medical Schools
Not App.	7	99.76	Not App.	7	45.6	Not App.	Medical Specialty Schools
Not App.	15	48.22	30.84	12	13.2	11.0	Other Specialized Inst.
Not App.	24	25.64	22.00	24	22.8	30.8	Junior Colleges
25.2	93	171.97	50.73	94	52.5	39.5	Independent Secondary Schools
Not App.	11	50.35	38.32	10	9.0	19.9	Institutions outside the United States
28.3%	754	$96.58	$38.88	753	24.4%	21.3%	All Categories

for a median to have any meaning and that the figure therefore was not applicable.

* * * *

The instructions for completing the questionnaire form cautioned that any institution with less then 25,000 alumni which solicited less than 50% of its alumni would not be included in the honor rolls or lists of top ten. This applies particularly to the questions on effectiveness of solicitation and average alumni gift through the fund. In the interests of fairness, therefore, certain institutions which appear to deserve recognition but which did solicit less than half of their alumni have been omitted from the lists of leaders in these two areas.

* * * *

In spite of the fact that figures cannot completely convey the particular circumstances that attend each institution's fund-raising program, the Council believes that a survey such as this one fulfills a real need. The opportunity for each institution to compare its progress with other comparable institutions is not to be discounted. And the figures in this survey provide the basis for judging the sustained achievement and improvement of alumni funds of entrants in the Alumni Giving Incentive Awards Program. Financed by the United States Steel Corporation, this competition confers cash awards and certificates "for distinguished achievement in the development of alumni support," thus encouraging even greater efforts among all types of institutions.

On the back cover will be found the Council's traditional honor rolls listing institutions which have made outstanding achievements in several areas. The summary below and the reports of individual institutions which follow complete the impressive record of Annual Giving and Alumni Support in 1959-1960.

PRIVATE UNIVERSITIES

Although the category of Private Universities is one of the smallest (only three other categories have fewer institutions reporting this year), it consistently accounts for around half of the total alumni giving reported annually. This year the category reports $85,844,870 from 419,631 alumni of sixty-one private universities. Four of the six honor rolls are dominated by the top-ranking institutions in this category, and their funds and campaigns serve as models for others seeking similar success.

A good record can be made better, however, and that's exactly what happened in the period covered by this survey. In 1958-1959, the control group of 59 private universities which reported to both that survey and this year's survey received total alumni gifts of $80,755,540. These same 59 institutions reported to this survey total alumni gifts of $85,249,221. That's a healthy increase of almost $4.5 million, more than any other category.

As explained in the foreword and introductory pages, Columbia, Harvard, Rochester and Western Reserve have reported figures for the various schools and divisions of these universities as well as overall totals for the universities. The schools and divisions are all listed above the university to which they belong except in two cases: Flora Stone Mather College of Western Reserve University is listed with Private Women's Colleges, and New York School of Social Work of Columbia University is listed with Professional or Specialized Institutions. Since the statistics for these two schools are included with Western Reserve and Columbia and thus are a part of the totals for Private Universities, they are not included elsewhere.

The top groups of Private Universities in each of several areas are listed below. Since this is not a normal year for Dartmouth, it has asked that it be excluded from any of the honor rolls or lists of top ten for which it would seem to be eligible.

Statistics for each institution in this category follow on the next four pages.

NUMBER OF ALUMNI DONORS TO THE FUND

Harvard University	37,195
Yale University	32,662
New York University	21,296
Princeton University	20,195
Cornell University	19,919
Columbia University	18,109
University of Pennsylvania	17,969
Massachusetts Institute of Technology	15,682
Northwestern University	14,476
University of Chicago	14,382

EFFECTIVENESS OF SOLICITATION

Princeton University	71.9%
Yeshiva University	55.0
Yale University	46.1
Brigham Young University	46.1
University of Notre Dame	45.1
Johns Hopkins University	44.6
Massachusetts Institute of Technology	40.8
Duke University	39.6
St. Bonaventure University	36.9
Clark University	36.2

ALUMNI GIFTS TO THE ANNUAL FUND

Yale University	$2,258,476
Harvard University	2,207,373
Princeton University	1,274,768
Cornell University	964,308
University of Chicago	899,030
Stanford University	880,550
Northwestern University	830,330
Syracuse University	783,983
University of Pennsylvania	774,139
University of Notre Dame	718,705

AVERAGE ALUMNI GIFT TO THE FUND

Creighton University	$94.13
Loyola University (Ill.)	87.61
Yeshiva University	77.40
Brigham Young University	72.16
Yale University	69.15

Syracuse University	68.40
Baylor University	65.86
Princeton University	63.12
Stanford University	62.59
University of Chicago	62.51

GRADUATE DONORS

New York University	21,296
Princeton University	17,413
Duke University	9,912
Tulane University	8,677
Boston University	7,159

PERCENT OF GRADUATES GIVING

Princeton University	77.0%
Yeshiva University	51.4
Duke University	43.8
Clark University	36.6
Tulane University	35.3

TOTAL ALUMNI GIVING

Harvard University	$18,981,227
Princeton University	9,718,148
Columbia University	6,446,253
Yale University	6,213,109
Brown University	5,309,022
Massachusetts Institute of Technology	4,358,772
Cornell University	4,041,368
Tulane University	3,071,492
University of Pennsylvania	2,252,191
Johns Hopkins University	2,053,380

TOTAL ALUMNI DONORS

Yale University	34,600
New York University	21,816
Harvard University	21,385
Princeton University	21,000
Cornell University	20,981
University of Pennsylvania	19,000
Massachusetts Institute of Technology	15,700
Stanford University	15,307
Northwestern University	14,526
University of Chicago	14,382

AVERAGE ALUMNI GIFT THROUGH ALL CHANNELS

Fordham University	$889.25
Brown University	658.68
Princeton University	462.77
Baylor University	421.00
Tulane University	315.25
Massachusetts Institute of Technology	277.63
California Institute of Technology	250.00
Cornell University	192.62
Johns Hopkins University	189.93
Yale University	179.56

NON-ALUMNI PARENT GIVING

Brown University	$648,237
Stanford University	339,954
Baylor University	240,000
University of Notre Dame	107,119
Princeton University	87,112
Yale University	54,655
Georgetown University	49,413
Cornell University	48,438
Harvard University	35,686
St. John's University	30,772

GIFTS ELIGIBLE FOR MATCHING BY CORPORATIONS

Yale University	$50,580
Harvard University	28,689
Princeton University	28,000
Cornell University	27,124
Massachusetts Institute of Technology	25,653
California Institute of Technology	17,898
University of Pennsylvania	11,106
University of Notre Dame	7,018
Duke University	6,916
Syracuse University	6,115

TOTAL GIFT SUPPORT FROM ALL SOURCES

Harvard University	$37,519,961
Yale University	23,120,596
Stanford University	22,261,809
Johns Hopkins University	17,972,809
Massachusetts Institute of Technology	17,354,660
Columbia University	15,970,491
Princeton University	15,545,738
Cornell University	14,657,622
California Institute of Technology	12,116,486
Western Reserve University	11,524,945

PRIVATE UNIVERSITIES

NAME OF INSTITUTION		(1) Year Annual Fund Started	(2) Inst. Fiscal Year Closes	(3) Fund Fiscal Year Closes	(4) No. of Months Active Solic.	(5) Solicitation Methods	(6) Purposes of Fund	(7) Estimate Total Living Alumni	(8) Alumni Solic. Through Fund	(9) No. of Alumni Donors to Fund	(10) Effectiveness of Solicitation	(11) Alumni Gifts to Annual Fund
AMERICAN UNIV	D C	1940	6-30	6-30	2	M	UFS	8,400	6,500	325	5.0%	$ 3,265
BAYLOR UNIV	TEX	1951	6-30	12-31	12	M	UFSCAX	42,000	19,000	3,018	15.9%	$ 198,771
BOSTON COL	MASS	1948	6-30	6-30	8	AMP	U	22,000	14,234	4,347	30.5%	$ 177,778
BOSTON UNIV	MASS	1958	6-30	6-30	4	AMPT	U	100,000	68,000	7,619	11.2%	$ 77,068
BRIGHAM YOUNG UNIV	UTAH	1956	12-31	12-31	12	P	U	70,000	4,290	1,976	46.1%	$ 142,580
*BROWN UNIV	R I	1914	6-30	6-30	7	AMPT	UFSX	21,156	13,000	4,499	34.6%	$ 150,022
UNIV OF BUFFALO	N Y	1943	6-30	12-31	12	M		25,000	21,000	1,608	7.7%	$ 35,369
CALIF INST OF TECHNOLOGY	CAL	1948	6-30	Alumni Fund Merged with Capital Development Program								
*CARNEGIE INST TECHNOLOGY	PA	1936	6-30	6-30	6	AMPT	U	23,653	20,728	2,420	11.7%	Annual Alumni
CATHOLIC UNIV OF AMERICA	D C	1958	6-30	6-30	10	M	U	23,000	16,000	1,528	9.6%	$ 28,683
UNIV OF CHICAGO	ILL	1942	6-30	6-30	4	MPT	U	60,000	58,500	14,382	24.6%	$ 899,030
CLARK UNIV	MASS	1946	6-30	6-30	4	AMP	UFS	6,000	5,020	1,819	36.2%	$ 37,053
COLUMBIA COL	N Y	1951	6-30	12-31	10	AMPT	UFSX	21,925	20,511	7,063	34.4%	$ 330,097
COLUMBIA UNIV BUSINESS	N Y	1954	6-30	6-30	5	AMP	S	10,000	6,255	904	14.5%	$ 26,853
COLUMBIA UNIV DENTISTRY	N Y	1956	6-30	6-30	12	M	U	2,300	2,300	120	5.2%	$ 1,539
COLUMBIA UNIV ENGINRING	N Y	1957	6-30	2-15	6	AMP	USC	6,290	6,290	1,201	19.1%	$ 48,390
COLUMBIA UNIV JOURNALISM	N Y	1959	6-30	6-30	6	AM	UFCA	2,700	2,500	642	25.7%	$ 13,047
COLUMBIA UNIV LAW	N Y	1951	6-30	6-30	4	AMP	US	9,500	8,000	2,716	34.0%	$ 136,146
COL OF PHYSICIANS & SURG	N Y	1954	6-30	6-30	12	AMP	UFSAX	4,590	4,590	1,745	38.0%	$ 66,153
*COLUMBIA UNIV	N Y	Columbia University Grand Totals						92,515	55,798	18,109	32.5%	$ 669,214
CORNELL UNIV	N Y	1908	6-30	6-30	6	AMPT	U	96,484	77,000	19,919	25.9%	$ 964,308
CREIGHTON UNIV	NEBR	1934	5-31	5-31	2	M	UCS	17,500	13,000	2,240	17.2%	$ 210,855
*DARTMOUTH COL	N H	1915	6-30	6-30	3	AMP	U	27,956	26,580	17,249	64.9%	$ 579,819
*UNIV OF DENVER	COLO	1935	6-15	7-15	7	MP	U	30,000	28,026	3,384	12.1%	$ 71,020
DRAKE UNIV	IOWA	1954	5-31	Alumni Fund Merged with Three-Year Capital Campaign								
DUKE UNIV	N C	1947	6-30	6-30	9	AP	U	31,880	28,703	11,376	39.6%	$ 268,114
DUQUESNE UNIV	PA	1955	8-31	8-31	9	AMP	U	22,000	11,255	1,993	17.7%	$ 47,898
EMORY UNIV	GA	1947	8-31	6-30	10	AMT	US	22,400	21,023	5,049	24.0%	$ 235,537
FORDHAM UNIV	N Y	Annual Giving Program Begun January 1961										
GEORGE WASHINGTON UNIV	D C	1955	8-31	8-31	5	M	USFCX	28,000	26,310	2,387	9.1%	$ 63,346
GEORGETOWN UNIV	D C	1954	6-30	12-30	11	AMPT	USF	31,000	22,500	4,181	18.6%	$ 181,146
GONZAGA UNIV	WASH	1948	6-30	6-30	9	MPT	F	7,600	5,457	1,059	19.4%	$ 20,720
HARVARD BUSINESS SCH	MASS	1949	6-30	6-30	4	AMP	U	23,116	21,428	8,715	40.7%	$ 319,563
* HARVARD COL	MASS	1925	6-30	6-30	9	AMP	U	47,216	46,970	15,846	33.7%	$ 1,213,796
HARVARD FOUNDATION	MASS	1949	6-30	6-30	8	M	USX	27,500	27,500	1,025	3.7%	$ 36,812
HARVARD LAW SCH	MASS	1950	6-30	6-30	7	AMP	USC	21,730	21,649	7,565	34.9%	$ 465,126
HARVARD MEDICAL SCH	MASS	1951	6-30	6-30	12	AP	U	6,299	5,770	4,044	70.1%	$ 172,076
HARVARD UNIV	MASS	Harvard University Grand Totals						125,861	123,317	37,195	30.2%	$ 2,207,373
JOHNS HOPKINS UNIV	MD	1947	6-30	12-31	4	AM	U	24,022	24,022	10,717	44.6%	$ 284,844
UNIV OF KANS CITY	MO	1958	8-31	8-31	6	MP	UFX	20,000	4,000	542	13.6%	$ 6,588
LOYOLA UNIV	ILL	1956	6-30	6-30	8	MPT	CFSU	29,693	26,693	2,720	10.2%	$ 238,305
LOYOLA UNIV OF LOS ANGELES	CAL	1955	7-31	2-28	3	AM	UF	6,500	4,032	1,419	35.2%	$ 38,590
*MARQUETTE UNIV	WIS	1954	8-31	12-31	12	MT	U	35,000	29,000	5,112	17.6%	$ 186,406
MASS INST OF TECHNOLOGY	MASS	1940	6-30	6-30	9	AMP	USCA	51,148	38,453	15,682	40.8%	$ 663,515
UNIV OF MIAMI	FLA	1959	5-31	7-10	9	APT	C	35,000	18,800	712	3.8%	$ 18,515
NEW YORK UNIV	N Y	1928	8-31	6-30	9	AMPT	US	175,000	73,000	21,296	29.2%	$ 611,250
NORTHEASTERN UNIV	MASS	1944	6-30	6-30	9	AMP	U	21,412	17,809	2,470	13.9%	$ 90,593
NORTHWESTERN UNIV	ILL	1954	8-31	8-31	12	AMP	UFSX	90,000	78,000	14,476	18.6%	$ 830,330
UNIV OF NOTRE DAME	IND	1942	6-30	12-31	12	MAP	UFS	29,531	26,605	11,998	45.1%	$ 718,705
UNIV OF PENNSYLVANIA	PA	1927	6-30	6-30	9	AMPT	UFC	97,000	83,670	17,969	21.5%	$ 774,139
UNIV OF PITTSBURGH	PA	1947	7-31	7-31	12	M	UFSC	55,255	55,255	6,716	12.2%	$ 221,075
UNIV OF PORTLAND	OREG	1955	6-30	6-30	9	MP	X	6,700	5,600	1,164	20.8%	$ 7,125
PRINCETON UNIV	N J	1940	6-30	2-22	4	AMP	U	28,594	28,099	20,195	71.9%	$ 1,274,768
RICE UNIV	TEX	1950	6-30	6-30	8	AMP	U	17,500	12,150	3,200	26.3%	$ 45,654

(12) Average Alumni Gift to Fund	(13) Living Graduates	(14) Graduate Donors	(15) Percent of Graduates Giving	(16) Alumni Giving Not Credited to Fund	(17) Total of All Alumni Giving	(18) Total Alumni Donors to All Purposes	(19) Average Alumni Gift through All Channels	(20) Total Non-Alumni Parent Giving	(21) Total Gifts Eligible for Matching by Corporations	(22) Total Gift Support to Institution All Sources	(23) Alumni Gifts as Percent of Total Support
$ 10.05					$ 3,265	325	$ 10.04			$ 622,240	.5%
$ 65.86				$ 1,152,000	$ 1,350,771	3,210	$ 421.00	$ 240,000	$ 1,700	$ 3,776,265	35.8%
$ 40.90				$ 25,709	$ 203,488	5,067	$ 40.16			$ 696,406	29.2%
$ 10.12	58,000	7,159	12.3%	$ 301,892	$ 378,960	8,838	$ 42.89	$ 15,000		$ 1,761,000	21.5%
$ 72.16					$ 142,580	1,976	$ 72.16		$ 5,420	$ 520,906	27.4%
$ 33.35	13,803	3,459	25.1%	$ 5,159,000	$ 5,309,022	8,060	$ 658.68	$ 648,237		$ 7,767,000	68.5%
$ 22.00				$ 202,975	$ 238,344					$ 1,676,354	14.2%
	8,159			$ 560,753	$ 560,753	2,239	$ 250.00	$ 11,464	$ 17,898	$ 12,116,486	4.6%
Fund Joined with Ten-Year Development Program					$ 167,248	2,420	$ 69.11		$ 3,855	$ 2,889,454	
$ 18.77					$ 28,683	1,528	$ 18.73		$ 508	$ 2,903,057	.9%
$ 62.51				$ 144,897	$ 1,043,927	14,382	$ 72.58			$ 9,421,927	11.1%
$ 20.37	4,920	1,804	36.6%	$ 54,724	$ 91,777	1,824	$ 50.31	$ 3,593	$ 1,052	$ 278,213	32.9%
$ 46.74								$ 15,122	$ 10,000		
$ 29.70										$ 956,999	
$ 12.83											
$ 40.29										$ 4,795,941	
$ 20.32											
$ 50.13								$ 1,512	$ 500		
$ 37.91											
$ 36.95				$ 5,802,755	$ 6,446,253					$ 15,970,491	40.4%
$ 48.41				$ 3,077,060	$ 4,041,368	20,981	$ 192.62	$ 48,438	$ 27,124	$ 14,657,622	27.5%
$ 94.13				$ 187	$ 211,042	2,421	$ 87.17	$ 2,770	$ 1,056	$ 905,396	23.3%
$ 71.34				$ 5,688,879	$ 6,268,698	17,549	$ 357.22	$ 201,391	$ 62,210	$ 9,991,530	62.7%
$ 20.09				$ 263,265	$ 334,285	3,557	$ 93.98		$ 645	$ 1,464,515	22.8%
					$ 55,759	453	$ 123.08			$ 735,024	7.6%
$ 23.57	22,647	9,912	43.8%	$ 164,166	$ 432,280	11,383	$ 37.98	$ 29,548	$ 6,916	$ 7,399,134	5.8%
$ 24.03				$ 25,945	$ 73,843	2,771	$ 26.64		$ 1,020	$ 661,099	11.2%
$ 46.65				$ 72,857	$ 308,394	5,049	$ 61.08		$ 830	$ 5,066,014	6.1%
				$ 294,341	$ 294,341	331	$ 889.25		$ 820	$ 1,316,604	22.4%
$ 26.54					*$ 63,346				$ 245		
$ 43.33				$ 181,502	$ 362,648	4,244	$ 85.45	$ 49,413	$ 1,285	$ 1,124,132	32.3%
$ 19.57	2,770	823	29.7%	$ 139,027	$ 159,747	1,077	$ 148.33	$ 7,300	$ 275	$ 316,210	50.5%
$ 36.67					$ 319,563	8,715	$ 36.67	$ 7,907	$ 12,500	$ 2,259,032	14.1%
$ 76.60				$ 16,706,066	$17,919,862			$ 24,129	$ 7,064	$ 29,476,091	60.7%
$ 35.91				$ 5,374	$ 42,186	1,037	$ 40.97		$ 1,473	$ 185,159	22.8%
$ 61.48	15,804	7,174	45.4%	$ 29,979	$ 495,105	7,570	$ 65.40	$ 3,650	$ 6,542	$ 1,078,557	45.9%
$ 42.55				$ 32,435	$ 204,511	4,063	$ 50.33		$ 1,110	$ 4,521,122	4.5%
$ 59.35				$ 16,773,854	$18,981,227	21,385		$ 35,686	$ 28,689	$ 37,519,961	50.5%
$ 26.58				$ 1,768,536	$ 2,053,380	10,811	$ 189.93	$ 2,235	$ 1,778	$ 17,972,809	11.4%
$ 12.15				$ 72,986	$ 79,574	755	$ 105.26		$ 35	$ 1,295,297	6.1%
$ 87.61				$ 13,505	$ 251,810	2,742	$ 91.83	$ 19,503		$ 2,082,462	12.1%
$ 27.20				$ 52,040	$ 90,630	1,523	$ 59.50		$ 1,095	$ 893,997	10.1%
$ 36.46					$ 186,406	5,112	$ 36.40		$ 672	$ 2,315,622	8.0%
$ 42.31				$ 3,695,257	$ 4,358,772	15,700	$ 277.63	$ 418	$ 25,653	$ 17,354,660	25.1%
$ 26.00	18,800	712	3.8%		$ 18,515	712	$ 26.00		$ 800	$ 4,705,306	.4%
$ 28.70	175,000	21,296	12.2%	$ 433,478	$ 1,044,728	21,816	$ 47.89			$ 11,196,348	9.3%
$ 36.68	21,412	2,470	11.0%		$ 90,593	2,470	$ 36.68		$ 3,018	$ 423,055	21.4%
$ 57.36				$ 694,807	$ 1,525,137	14,526	$ 104.36			$ 6,073,603	25.2%
$ 59.90					$ 718,705	11,998	$ 59.90	$ 107,119	$ 7,018	$ 3,375,793	21.3%
$ 43.08				$ 1,478,052	$ 2,252,191	19,000	$ 118.53	$ 24,467	$ 11,106	$ 5,928,573	37.9%
$ 32.92					$ 221,075	6,716	$ 32.94		$ 1,956	$ 9,011,303	2.5%
$ 6.12	4,100			$ 7,210	$ 14,339	1,248	$ 11.49		$ 245	$ 68,199	21.0%
$ 63.12	22,611	17,413	77.0%	$ 8,443,380	$ 9,718,148	21,000	$ 462.77	$ 87,112	$ 28,000	$ 15,545,738	62.5%
$ 14.27				$ 124,418	$ 170,072	3,470	$ 49.01		$ 1,845	$ 1,730,289	9.8%

PRIVATE UNIVERSITIES (Continued)

NAME OF INSTITUTION		(1) Year Annual Fund Started	(2) Inst. Fiscal Year Closes	(3) Fund Fiscal Year Closes	(4) No. of Months Active Solic.	(5) Solicitation Methods	(6) Purposes of Fund	(7) Estimate Total Living Alumni	(8) Alumni Solic. Through Fund	(9) No. of Alumni Donors to Fund	(10) Effectiveness of Solicitation	(11) Alumni Gifts to Annual Fund
EASTMAN SCH OF MUSIC	N Y	1942	6-30	6-30	3	AMP	US	3,735	3,528	686	19.4%	$ 12,408
ROCHESTER GRADUATE SCH	N Y	1942	6-30	6-30	3	M	U	3,132	3,024	315	10.4%	$ 3,326
ROCHESTER MED & DENT	N Y	1942	6-30	12-31	3	AM	SC	2,073	2,070	964	46.6%	$ 24,133
ROCHESTER SCH NURSING	N Y	1942	6-30	6-30	3	AMP	US	1,581	1,571	577	36.7%	$ 4,368
ROCHESTER RIVER CAMPUS	N Y	1942	6-30	6-30	3	AMP	US	14,165	13,761	5,348	38.9%	$ 118,029
ROCHESTER UNIV SCH	N Y	1948	6-30	6-30	3	MP	US	900	890	457	51.3%	$ 4,002
*UNIV OF ROCHESTER	N Y	University of Rochester Grand Totals						25,334	24,592	8,347	33.9%	$ 166,265
ST BONAVENTURE UNIV	N Y	1954	6-30	6-30	9	AMPT	FSC	8,121	5,280	1,949	36.9%	$ 72,986
ST JOHNS UNIV	N Y	1951	6-30	6-30	6	M	U	27,000	24,000	1,415	5.9%	$ 26,395
ST LOUIS UNIV	MO	1951	8-31	12-31	4	AMPT	UF	50,000	19,907	5,773	29.0%	$ 179,526
UNIV OF SAN FRANCISCO	CAL	1947	6-30	6-30	9	AMPT	U	8,654	7,367	1,506	20.4%	$ 74,032
*UNIV OF SANTA CLARA	CAL	1953	6-30	6-30	10	M	U	7,500	4,400	875	19.9%	$ 41,403
SEATTLE UNIV	WASH	1954	6-30	Alumni Fund Merged with Capital Campaign								
UNIV OF SOUTHERN CALIF	CAL	1949	6-30	6-30	7	AMP	UFS	70,000	52,000	6,505	12.5%	$ 204,600
STANFORD UNIV	CAL	1936	8-31	1-31	4	APM	UFS	70,000	57,752	14,068	24.4%	$ 880,550
SYRACUSE UNIV	N Y	1936	6-30	6-30	10	MPT	UFSC	65,000	59,000	11,461	19.4%	$ 783,983
TEMPLE UNIV	PA	1943	6-30	6-30	12	AMP	U	55,000	55,000	5,654	10.3%	$ 266,048
TUFTS UNIV	MASS	1926	6-30	6-30	8	AMPT	UC	25,000	23,000	7,772	33.8%	$ 313,092
*TULANE UNIV OF LA	LA	1946	6-30	6-30	9	AMP	U	33,687	30,599	9,642	31.5%	$ 327,571
VANDERBILT UNIV	TENN	1936	6-30	6-30	8	AMP	UCFASX	30,000	21,500	7,391	34.4%	$ 210,640
VILLANOVA UNIV	PA	1954	6-30	2-28	12	MTP	U	15,000	11,820	1,732	14.7%	$ 38,000
WASHINGTON UNIV	MO	1933	6-30	6-30	9	AMPT	U	33,000	33,000	6,783	20.6%	$ 190,174
ADELBERT COL	OHIO	1933	6-30	6-30	Alumni Fund Merged with Capital Campaign							
FRAN P BOLTON SCH NURSG	OHIO	1956	6-30	6-30	5	M	S	3,173	3,088	474	15.3%	$ 2,349
* WN RES APPL SOC SCI	OHIO	1956	6-30	6-30		MP	C	2,300	2,300	852	37.0%	
WN RES ARCHITECTURE	OHIO	1959	6-30	6-30	7	AMP	CAX	278	278	120	43.2%	$ 2,677
WN RES CLEVELAND COL	OHIO	1958	6-30	6-30	1	M	S	3,521	3,521	212	6.0%	$ 933
WN RES DENTISTRY	OHIO	1958	6-30	6-30	5	AMP	FSAX	1,819	1,793	742	41.4%	$ 24,816
WN RES LAW	OHIO	1957	6-30	6-30	5	AMP	FSAX	2,800	2,729	1,155	42.3%	$ 32,388
WN RES MEDICINE	OHIO	1934	6-30	6-30	3	AM	US		2,718	1,031	37.9%	$ 39,471
WN RES OTHER DIVISIONS	OHIO		6-30	6-30	1	M	SA	10,856	10,501	107	1.0%	$ 837
*WESTERN RESERVE UNIV	OHIO	Western Reserve University Grand Totals						38,500	34,728	5,903	17.0%	$ 116,221
YALE UNIV	CONN	1890	6-30	6-30	9	AMPT	U	71,522	70,795	32,662	46.1%	$ 2,258,476
*YESHIVA UNIV	N Y	1953	6-30	9-30	9	MPT	U	828	775	426	55.0%	$ 32,973
TOTALS								2,290,906	1,745,944	433,934	24.9%	$19,462,310

SUPPLEMENTARY NOTES
PRIVATE UNIVERSITIES

BROWN UNIVERSITY—
Fund is partially merged with the capital campaign.

CARNEGIE INSTITUTE OF TECHNOLOGY—
Column 17 does not include payments on subscriptions toward the alumni phase of the three-year capital campaign. For this reason, column 23 cannot be computed.

COLUMBIA UNIVERSITY—
Column 7 includes 25,210 alumni not included in the listed schools of the University. The totals for Columbia include figures for the New York School of Social Work which is listed with Other Specialized Institutions.

DARTMOUTH COLLEGE—
Column 9 includes 9,122 alumni receiving contributor credit to the fund because of pledge payments to the Capital Gifts Campaign. Thus column 12 is based on a direct contributor count of 8,127.

UNIVERSITY OF DENVER—
Column 11 includes both cash and pledges; the records are now in the midst of being changed from a cash and pledge system to one based just on cash.

HARVARD COLLEGE—
Columns 16 and 17 include alumni gifts to all departments of the University except Business, Law, Medical and Harvard Foundation. Column 22 includes all gifts to all de-

PRIVATE UNIVERSITIES (Continued)

(12) Average Alumni Gift to Fund	(13) Living Graduates	(14) Graduate Donors	(15) Percent of Graduates Giving	(16) Alumni Giving Not Credited to Fund	(17) Total of All Alumni Giving	(18) Total Alumni Donors to All Purposes	(19) Average Alumni Gift through All Channels	(20) Total Non-Alumni Parent Giving	(21) Total Gifts Eligible for Matching by Corporations	(22) Total Gift Support to Institution All Sources	(23) Alumni Gifts as Percent of Total Support
$ 18.09											
$ 10.56											
$ 25.03											
$ 7.57											
$ 22.07											
$ 8.76											
$ 19.92				$ 158,110	$ 324,375	8,366	$ 38.77	$ 5,259	$ 3,942	$ 4,700,221	6.9%
$ 37.45					$ 72,986	1,949	$ 37.45	$ 735		$ 240,679	30.3%
$ 18.65				$ 55,058	$ 81,453	1,776	$ 45.86	$ 30,772		$ 392,660	20.7%
$ 31.10				$ 138,106	$ 317,632	5,943	$ 53.45	$ 23,353	$ 1,542	$ 4,908,666	6.5%
$ 49.16					$ 74,032	1,506	$ 49.15	$ 4,187		$ 1,013,334	7.3%
$ 47.32				$ 50,248	$ 91,651	1,321	$ 69.42	$ 29,610	$ 1,020	$ 594,419	15.6%
					$ 34,896	905	$ 38.50	$ 7,850	$ 160	$ 835,871	4.0%
$ 31.45				$ 157,907	$ 362,507	8,105	$ 44.72	$ 19,995	$ 971	$ 7,945,281	4.5%
$ 62.59	43,000			$ 478,625	$ 1,359,175	15,307	$ 88.79	$ 339,954		$ 22,261,809	6.1%
$ 68.40				$ 395,731	$ 1,179,714	11,664	$ 101.14	$ 18,797	$ 6,115	$ 2,637,183	44.7%
$ 47.05					$ 266,048	5,654	$ 47.05			$ 1,140,937	23.3%
$ 40.28				$ 227,586	$ 540,678	7,927	$ 68.20	$ 20,195	$ 3,054	$ 2,272,384	23.7%
$ 33.97	24,576	8,677	35.3%	$ 2,743,921	$ 3,071,492	9,743	$ 315.25	$ 18,820	$ 1,660	$ 8,767,670	35.0%
$ 28.50				$ 451,675	$ 662,315	8,042	$ 82.32	$ 17,180	$ 2,001	$ 6,512,234	10.5%
$ 21.94				$ 7,000	$ 45,000	1,745	$ 25.79	$ 7,000	$ 850	$ 129,000	34.9%
$ 28.04				$ 123,901	$ 314,075	7,230	$ 43.44		$ 3,869	$ 6,524,939	4.8%
				$ 9,892	$ 9,892	280	$ 35.33				
$ 4.96				$ 891	$ 3,240	574	$ 5.65				
				$ 35,744	$ 35,744	852	$ 41.95				
$ 22.3					$ 2,677	120	$ 22.30		$ 119		
$ 4.40					$ 933	212	$ 4.40				
$ 33.44					$ 24,816	742	$ 33.45		$ 1,025		
$ 28.04					$ 32,388	1,155	$ 28.04		$ 348		
$ 38.28	2,733	1,031	37.7%	$ 13,589	$ 53,060	1,144	$ 46.38		$ 475		
$ 7.82					$ 837	107	$ 7.82				
$ 19.69				$ 338,414	$ 454,635	6,753	$ 67.32		$ 3,676	$ 11,524,945	3.9%
$ 69.15				$ 3,954,633	$ 6,213,109	34,600	$ 179.56	$ 54,655	$ 50,580	$ 23,120,596	26.9%
$ 77.40	828	426	51.4%		$ 32,973	426	$ 77.40				
$ 45.10	*	*	*	$ 66,150,372	$85,844,870	419,631	$ 150.95	$ 2,132,056	$ 324,209	$347,052,922	24.9%

* Because less than one-fourth of the Private Universities reporting gave statistics on graduate giving, the totals for these columns are not presented with the other totals. They are recorded here with the reservation that they represent only a portion of the possible total.

Living Graduates	439,163
Graduate Donors	82,356
Percent of Graduates Giving	21.5%

partments of the University except Business, Law, Medical and Harvard Foundation.

MARQUETTE UNIVERSITY—
All alumni giving is credited to the Annual Alumni Fund.

UNIVERSITY OF ROCHESTER—
The total in column 8 is not the sum of the separate schools because 252 medical alumni are solicited in both undergraduate and medical classes.

UNIVERSITY OF SANTA CLARA—
Engineering College alumni were excluded from the annual fund for the period of the engineering center capital fund drive.

TULANE UNIVERSITY—
Column 22 includes all support, including restricted grants.

WESTERN RESERVE SCHOOL OF APPLIED SOCIAL SCIENCE—
A three-year Endowment Fund Campaign is in progress.

WESTERN RESERVE UNIVERSITY—
The totals for Western Reserve include Flora Stone Mather College which is listed with Private Women's Colleges.

YESHIVA UNIVERSITY—
This report is only for the Rabbinic Alumni of Rabbi Isaac Elchanan Theological Seminary, one of the seventeen schools and divisions of Yeshiva University.

PUBLIC INSTITUTIONS

The tradition of alumni support is not as firmly entrenched in most public institutions as it is in the private colleges and universities. Tax-supported institutions have long fought an uphill battle against public apathy and legislative caprice and even among themselves have not always recognized the need for alumni cultivation. The extreme is represented by one questionnaire which was returned for this survey with the remark, "This survey does not apply to our institution's alumni. We do not solicit funds as such. Being a state institution the necessity for gift support does not exist."

And yet public institutions have fertile fields for cultivation. The largest alumni bodies are found in tax-supported institutions; fourteen state universities reported alumni numbering over 100,000 while only four private institutions have comparable alumni bodies. But the percentage of effectiveness (ratio of alumni donors to alumni solicited) is the lowest for any category, and the average gift of alumni of public institutions is lower than that of any category except junior colleges.

One hundred and four Public Institutions reported a total of $16,140,254 from 351,969 alumni in 1959-1960. Ninety of these institutions make up the control group which reported both years and reported a slight decrease in alumni giving: $16,075,235 in this survey as compared to $16,682,058 in 1958-1959.

The leading Public Institutions in several areas are listed below, followed by detailed reports for each institution in the category.

NUMBER OF ALUMNI DONORS TO THE FUND

Ohio State University	27,953
University of Michigan	16,120
Pennsylvania State University	10,387
Georgia Institute of Technology	10,173
Michigan State University	9,619
A & M College of Texas	9,610
University of Tennessee	8,400
University of Cincinnati	7,307
Indiana University	6,800
Ohio University	6,700

EFFECTIVENESS OF SOLICITATION

Douglass College	50.3%
Georgia Institute of Technology	41.7
University of Massachusetts	40.5
Virginia Military Institute	38.7
Missouri School of Mines & Metallurgy	36.8
University of Rhode Island	33.1
Miami University (Ohio)	32.8
Virginia Polytechnic Institute	31.1
University of Delaware	30.4
Prairie View A & M College	30.0

ALUMNI GIFTS TO THE ANNUAL FUND

University of Illinois	$639,571
Indiana University	512,420
Ohio State University	429,350
University of Virginia	399,314
University of Michigan	371,570
University of Wisconsin	281,250
Pennsylvania State University	242,797
Virginia Military Institute	238,062
Purdue University	227,218
University of Kansas	203,366

AVERAGE ALUMNI GIFT TO THE FUND

University of Illinois	$108.81
University of Virginia	100.35
University of North Dakota	94.30
University of Maryland	86.09
Virginia Military Institute	76.42
Indiana University	75.36
Mississippi Southern College	75.22
University of Wisconsin	55.55
University of Mississippi	47.94
Southeastern Louisiana College	46.87

TOTAL ALUMNI GIVING

University of California Statewide	$2,104,993
University of Michigan	1,555,850
Indiana University	720,489

University of Illinois	639,571
A & M College of Texas	557,481
University of Minnesota	550,000
University of Kansas	462,732
University of North Carolina	452,765
Ohio State University	429,350
University of North Dakota	416,010

TOTAL ALUMNI DONORS

Ohio State University	27,953
University of Michigan	17,320
North Carolina State College	15,308
A & M College of Texas	10,910
Pennsylvania State University	10,390
Georgia Institute of Technology	10,197
Michigan State University	9,619
Clemson Agricultural College	9,237
University of Tennessee	8,765
University of North Carolina	8,600

AVERAGE ALUMNI GIFT THROUGH ALL CHANNELS

University of North Dakota	$593.45
University of Missouri	178.26
University of New Hampshire	134.23
University of Hawaii	130.67
University of Maine	113.85
University of Illinois	108.81
Indiana University	96.07
University of Vermont	95.73
University of Minnesota	91.67
University of Michigan	89.83

NON-ALUMNI PARENT GIVING

Purdue University	$84,155
Ohio University	61,051
University of Georgia	25,153
University of Vermont	11,300
University of Oklahoma	11,168

GIFTS ELIGIBLE FOR MATCHING BY CORPORATIONS

University of Maine	$20,901
University of Michigan	14,525
Pennsylvania State University	8,413
University of Wisconsin	5,546

University of North Carolina	4,625
Virginia Polytechnic Institute	3,667
Michigan State University	3,554
Purdue University	3,192
University of Kansas	3,067
Clemson Agricultural College	3,056

TOTAL GIFT SUPPORT FROM ALL SOURCES

University of Michigan	$15,652,333
University of California Statewide	13,269,002
University of Minnesota	10,492,319
Indiana University	10,027,086
University of Wisconsin	6,797,714
University of Illinois	5,721,764
Wayne State University	4,477,946
University of Oklahoma	4,264,765
University of Arizona	4,036,033
State University of Iowa	3,826,293

SUPPLEMENTARY NOTES
PUBLIC INSTITUTIONS

LAND GRANT COLLEGES AND MAJOR STATE UNIVERSITIES

UNIVERSITY OF ARIZONA—
The 1959-1960 fund year is fourteen months long because of a change of the fiscal year. The new fund year is January 1 to December 31.

LOUISIANA STATE UNIVERSITY—
These figures are incomplete and are for 1960, since the fund year is being shifted from the fiscal to the calendar year.

UNIVERSITY OF VERMONT—
Column 17 represents all gifts received during the fiscal year, but no fund raising took place during the first six months while the capital drive was planned.

UNIVERSITY OF WISCONSIN—
Alumni support through other than the University of Wisconsin Foundation Alumni Fund is not separated and recorded as such.

OTHER PUBLIC INSTITUTIONS

LOWELL TECHNOLOGICAL INSTITUTE—
$7,155 of column 22 supports the alumni office and thus does not actually go to the Institute.

MISSISSIPPI SOUTHERN COLLEGE—
Since the Mississippi Southern Foundation was organized during the year, this year's report is incomplete.

PUBLIC WOMEN'S COLLEGES

DOUGLASS COLLEGE—
$25,658 of the alumnae gift total supported the alumnae association and thus was not given directly to the college.

PUBLIC INSTITUTIONS Municipal Universities and Colleges

NAME OF INSTITUTION		(1) Year Annual Fund Started	(2) Inst. Fiscal Year Closes	(3) Fund Fiscal Year Closes	(4) No. of Months Active Solic.	(5) Solicitation Methods	(6) Purposes of Fund	(7) Estimate Total Living Alumni	(8) Alumni Solic. Through Fund	(9) No. of Alumni Donors to Fund	(10) Effectiveness of Solicitation	(11) Alumni Gifts to Annual Fund
UNIV OF AKRON	OHIO	1952	8-31	8-31	12	AMPT	U	20,000	14,750	2,167	14.7%	$ 38,300
UNIV OF CINCINNATI	OHIO	1947	8-31	8-31	6	MPT	U	33,000	31,000	7,307	23.6%	$ 155,001
HUNTER COL OF CITY OF N Y	N Y											
WASHBURN UNIV OF TOPEKA	KANS	1944	6-30	6-30	4	M	SA	10,000	9,500	2,100	22.1%	$ 8,500
UNIV OF WICHITA	KANS	1950	6-30	12-31	9	TM	USA	10,963	8,760	1,247	14.2%	$ 11,962
TOTALS								73,963	64,010	12,821	20.0%	$ 213,763

PUBLIC INSTITUTIONS Major State Universities and Land Grant Colleges

NAME OF INSTITUTION		(1) Year Annual Fund Started	(2) Inst. Fiscal Year Closes	(3) Fund Fiscal Year Closes	(4) No. of Months Active Solic.	(5) Solicitation Methods	(6) Purposes of Fund	(7) Estimate Total Living Alumni	(8) Alumni Solic. Through Fund	(9) No. of Alumni Donors to Fund	(10) Effectiveness of Solicitation	(11) Alumni Gifts to Annual Fund
A & M COL OF TEXAS	TEX	1943	8-31	12-31	12	AM	SAFX	37,400	33,600	9,610	28.6%	$ 196,031
UNIV OF ALABAMA	ALA	1941	9-30	6-30	1	M	UFSCAX	62,000	49,000	2,065	4.2%	$ 62,269
*UNIV OF ARIZONA	ARIZ	1956	6-30	12-31	14	M	USX	90,000	30,000	1,898	6.3%	$ 30,061
UNIV OF ARKANSAS	ARK	1954	6-30	6-30	12	M	USA	26,000	23,000	2,640	11.5%	$ 24,864
UNIV OF CALIF STATEWIDE	CAL	See Individual Campus Reports (Berkeley, Davis, L.A.)										
U OF CAL BERKELEY	CAL	1934	2-29	2-29	4	MP	S	160,000	38,000	3,286	8.6%	$ 61,339
U OF CAL LOS ANGELES	CAL	1948	12-31	12-31	1	M	US	144,000	12,500	1,031	8.2%	$ 13,592
CLEMSON AGRIC COL	S C	1959	6-30	12-31	12	MA	USAX	25,700	12,776	3,491	27.3%	$ 70,574
COLORADO STATE UNIV	COLO	1956	6-30	12-31	12	M	UFS	40,500	11,000	773	7.0%	$ 17,355
UNIV OF COLORADO	COLO	1954	6-30	12-31	12	AM	US	85,000	31,875	5,347	16.8%	$ 144,577
UNIV OF DELAWARE	DEL	1941	6-30	6-30	4	AMPT	US	11,906	11,321	3,444	30.4%	$ 33,957
FLORIDA STATE UNIV	FLA	1959	6-30	11-01	5	MT	USA	20,000	18,000	1,000	5.6%	$ 10,000
UNIV OF FLORIDA	FLA	1954	6-30	3-31	8	MP	SA	45,000	24,500	6,317	25.8%	$ 62,400
GA INST OF TECHNOLOGY	GA	1947	6-30	6-30	8	M	UFA	38,500	24,390	10,173	41.7%	$ 195,920
UNIV OF GEORGIA	GA	1944	12-31	12-31	10	MPT	UFSA	40,000	35,500	6,621	18.7%	$ 125,896
UNIV OF HAWAII	HAWI		6-30									
UNIV OF ILLINOIS	ILL	1949	6-30	6-30	10	MP	USX	120,000	80,000	5,876	7.3%	$ 639,571
INDIANA UNIV	IND	1946	6-30	6-30	8	MP	USX	114,000	59,643	6,800	11.4%	$ 512,420
STATE UNIV OF IOWA	IOWA	1956	6-30	12-31	12	M	USX	130,000	50,817	2,088	4.1%	$ 62,552
KANS ST UNIV AG & APP SCI	KANS	1953	6-30	12-31	12	M	USCX	100,000	28,000	1,692	6.0%	$ 49,961
UNIV OF KANSAS	KANS	1953	6-30	4-30	8	MP	USX	100,000	46,000	5,650	12.3%	$ 203,366
UNIV OF KENTUCKY	KY	1956	6-30	5-31	6	AMP	USCAX	37,000	24,000	5,561	23.2%	$ 29,998
*LA STATE UNIV & A & M COL	LA	1958	6-30	12-31	6	MPT	USA	87,000	28,000	4,650	16.6%	$ 47,200
UNIV OF MAINE	ME		6-30	No Annual Alumni Fund				27,971				
UNIV OF MARYLAND	MD	1958	6-30	6-30	6	AMP	UFSX	100,000	30,000	2,300	7.7%	$ 198,000
UNIV OF MASSACHUSETTS	MASS	1953	6-30	12-31	12	AMPT	USA	12,503	12,140	4,918	40.5%	$ 39,188
MIAMI UNIV	OHIO	1918	6-30	6-30	8	M	USAX	82,500	18,450	6,052	32.8%	$ 78,595
MICH ST U AGRIC & APP SCI	MICH	1950	6-30	12-31	12	MT	USX	63,500	51,164	9,619	18.8%	$ 102,865
UNIV OF MICHIGAN	MICH	1953	6-30	12-31	12	AMPT	USAX	188,000	125,000	16,120	12.9%	$ 371,570
UNIV OF MINNESOTA	MINN	1948	6-30	12-31	12	AMT	USC	160,000	83,305	4,743	5.7%	$ 135,500
MISSISSIPPI STATE UNIV	MISS		6-30		12	P		61,112				
UNIV OF MISSISSIPPI	MISS	1954	6-30	3-31	12	M	USAX	15,000	14,375	1,604	11.2%	$ 76,894
UNIV OF MISSOURI	MO	1956	6-30	12-31	3	M	FSX	80,000	45,000	782	1.7%	$ 28,697
MONTANA STATE COL	MONT	1950	6-30	6-30	6	M	USAX	28,300	10,454	1,421	13.6%	$ 10,142
UNIV OF NEW HAMPSHIRE	N H	1934	6-30	6-30	6	AMP	USCX	20,000	17,000	2,059	12.1%	$ 48,623
N C STATE COL RALEIGH	N C	1952	6-30	12-31	12	MP	U	36,000	18,668	3,038	16.3%	$ 37,925
UNIV OF N C CHAPEL HILL	N C	1952	6-30	6-30	8	APT	U	59,500	48,000	5,783	12.0%	$ 107,950
UNIV OF NORTH DAKOTA	N D	1946	6-30	6-30	6	M	U	39,000	18,000	700	3.9%	$ 66,010
OHIO STATE UNIV	OHIO	1939	6-30	12-31	12	MP	USX	223,879	98,879	27,953	28.3%	$ 429,350
OHIO UNIV	OHIO	1946	6-30	6-30	12	MP	USA	23,000	23,000	6,700	29.1%	$ 46,519
UNIV OF OKLAHOMA	OKLA	1949	6-30	12-31	3	A	US	100,000	40,000	5,786	14.5%	$ 117,455
UNIV OF OREGON	OREG	1957	6-30	12-31	12	AMPT	USCAX	28,000	28,000	1,428	5.1%	$ 42,921
PENNSYLVANIA STATE UNIV	PA	1953	6-30	6-30	5	AMP	USX	75,000	60,000	10,387	17.3%	$ 242,797

PUBLIC INSTITUTIONS Municipal Universities and Colleges

(12) Average Alumni Gift to Fund	(13) Living Graduates	(14) Graduate Donors	(15) Percent of Graduates Giving	(16) Alumni Giving Not Credited to Fund	(17) Total of All Alumni Giving	(18) Total Alumni Donors to All Purposes	(19) Average Alumni Gift through All Channels	(20) Total Non-Alumni Parent Giving	(21) Total Gifts Eligible for Matching by Corporations	(22) Total Gift Support to Institution All Sources	(23) Alumni Gifts as Percent of Total Support
$ 17.67				$ 74,967	$ 113,267	2,174	$ 52.42		$ 1,212	$ 378,105	29.9%
$ 21.21	33,000	7,307	22.1		*$ 155,001					$ 3,144,039	
	50,000	5,000	10.0%	$ 47,123	$ 47,123	5,000	$ 9.42			$ 77,804	60.6%
$ 4.05				$ 65,483	$ 73,983	2,500	$ 29.59			$ 312,257	23.7%
$ 9.59				$ 65,476	$ 77,438	1,312	$ 59.02			1,316,599	5.9%
$ 16.67	*	*	*	$ 253,049	$ 466.812	10.986	$ 28.38		$ 1.212	$ 5,228,804	15.0%

PUBLIC INSTITUTIONS Major State Universities and Land-Grant Colleges

(12) Average Alumni Gift to Fund	(13) Living Graduates	(14) Graduate Donors	(15) Percent of Graduates Giving	(16) Alumni Giving Not Credited to Fund	(17) Total of All Alumni Giving	(18) Total Alumni Donors to All Purposes	(19) Average Alumni Gift through All Channels	(20) Total Non-Alumni Parent Giving	(21) Total Gifts Eligible for Matching by Corporations	(22) Total Gift Support to Institution All Sources	(23) Alumni Gifts as Percent of Total Support
$ 20.40				$ 361,450	$ 557,481	10,910	$ 51.09		$ 642	$ 1,309,586	42.5%
$ 30.15	32,496	1,581	4.8%	$ 325,469	$ 387,738	5,489	$ 70.63		$ 253	$ 1,877,880	20.5%
$ 15.84				$ 7,615	$ 37,676	1,908	$ 19.74	$ 7,615	$ 1,078	$ 4,036,033	.9%
$ 9.42				$ 7,060	$ 31,924	2,660	$ 12.00		$ 2,060	$ 1,085,050	2.9%
				$ 2,028,262	$ 2,104,993					$ 13,269,002	15.3%
$ 18.67				See Statewide Report							
$ 13.18				See Statewide Report							
$ 20.22	12,187	3,397	27.8%	$ 135,000	$ 205,574	9,237	$ 22.25		$ 3,056	$ 570,213	36.1%
$ 22.45	11,000	773	7.0%		$ 17,355	773	$ 22.32			$ 38,826	44.7%
$ 27.04					$ 144,577	5,347	$ 27.04		$ 2,025		
$ 9.86	9,033	2,988	33.1%	$ 20,297	$ 54,254	3,449	$ 15.73		$ 2,976	$ 550,633	9.8%
$ 10.00					$ 10,000	1,000	$ 10.00			$ 10,000	100.0%
$ 9.88		5,174		$ 50,246	$ 112,646	6,420	$ 17.54		$ 55	$ 611,626	18.4%
$ 19.26				$ 91,295	$ 287,215	10,197	$ 28.17	$ 4,269	$ 3,013	$ 995,498	29.0%
$ 19.01				$ 26,021	$ 151,917	6,775	$ 22.42	$ 25,153	$ 445	$ 3,030,129	5.0%
	13,000	60	.5%		$ 7,840	60	$ 130.67			$ 481,886	1.6%
$ 108.81					$ 639,571	5,876	$ 108.81			$ 5,721,764	11.2%
$ 75.36	59,643	6,800	11.4%	$ 208,069	$ 720,489	7,500	$ 96.07		$ 1,155	$ 10,027,086	7.2%
$ 29.96	65,000				*$ 62,552				$ 714	$ 3,826,293	
$ 29.53					$ 49,961	1,692	$ 29.52		$ 1,636	$ 216,765	23.0%
$ 35.99	36,500	5,100	14.0%	$ 259,366	$ 462,732	6,075	$ 76.17		$ 3,067	$ 2,286,418	20.2%
$ 5.39	22,400			$ 141,560	$ 171,558	5,975	$ 28.71	$ 7,250	$ 1,265	$ 616,077	27.8%
$ 10.15				$ 53,869	$ 101,069	4,677	$ 21.61				
				$ 204,925	$ 204,925	1,799	$ 113.85		$ 20,901	$ 921,475	22.2%
$ 86.09	50,000	2,300	4.6%		$ 198,000	2,300	$ 86.09		$ 250	$ 1,500,000	13.2%
$ 7.97				$ 4,333	$ 43,521	5,063	$ 8.59	$ 3,510		$ 104,569	41.6%
$ 12.99	25,000			$ 8,990	$ 87,585	6,073	$ 14.42	$ 460	$ 761	$ 105,972	82.6%
$ 10.69					$ 102,865	9,619	$ 10.70		$ 3,554	$ 2,826,555	3.7%
$ 23.05				$ 1,184,280	$ 1,555,850	17,320	$ 89.83		$ 14,525	$ 15,652,333	9.9%
$ 28.57				$ 414,500	$ 550,000	6,000	$ 91.67		$ 590	$ 10,492,319	5.5%
					$ 36,084	6,387	$ 5.65		$ 25	$ 102,055	35.4%
$ 47.94				$ 157,002	$ 233,896	6,285	$ 37.21			$ 2,341,200	10.0%
$ 36.70	45,000			$ 224,961	$ 253,658	1,423	$ 178.26			$ 2,583,306	9.8%
$ 7.14					$ 10,142	1,421	$ 7.14		$ 340	$ 43,094	23.5%
$ 23.61	13,500			$ 228,000	$ 276,623	2,060	$ 134.23	$ 2,044	$ 1,320		
$ 12.48				$ 185,679	$ 223,604	15,308	$ 14.61		$ 1,858	$ 1,645,364	13.6%
$ 18.67	29,000	4,651	16.0%	$ 344,815	$ 452,765	8,600	$ 52.65		$ 4,625	$ 3,593,428	12.6%
$ 94.30				$ 350,000	$ 416,010	701	$ 593.45			$ 416,010	100.0%
$ 15.36	97,890	27,254	27.8%		$ 429,350	27,953	$ 15.36		$ 3,047	$ 1,510,383	28.4%
$ 6.94				$ 118,535	$ 165,054	6,704	$ 24.62	$ 61,051	$ 573	$ 226,678	72.8%
$ 20.30	47,000	5,786	12.3%	$ 232,000	$ 349,455	6,830	$ 51.16	$ 11,168	$ 750	$ 4,264,765	8.2%
$ 30.06				$ 28,936	$ 71,857				$ 297	$ 3,481,486	2.1%
$ 23.38				$ 159,372	$ 402,169	10,390	$ 38.71		$ 8,413	$ 2,120,708	19.0%

PUBLIC INSTITUTIONS Major State Universities and Land Grant Colleges (Continued)

NAME OF INSTITUTION		(1) Year Annual Fund Started	(2) Inst. Fiscal Year Closes	(3) Fund Fiscal Year Closes	(4) No. of Months Active Solic.	(5) Solicitation Methods	(6) Purposes of Fund	(7) Estimate Total Living Alumni	(8) Alumni Solic. Through Fund	(9) No. of Alumni Donors to Fund	(10) Effectiveness of Solicitation	(11) Alumni Gifts to Annual Fund
PURDUE UNIV	IND	1944	6-30	12-31	4	AMP	S	59,500	59,500	5,892	9.9%	$ 227,218
UNIV OF RHODE ISLAND	R I	1943	6-30	12-31	9	AMPT	SA	10,072	10,072	3,335	33.1%	$ 30,219
RUTGERS THE STATE UNIV	N J	1935	6-30	6-30	6	AMP	US	27,315	27,315	6,508	23.8%	$ 148,900
UNIV OF SOUTH CAROLINA	S C	1958	6-30	6-30	6	AM	UFS	50,000	18,500	2,847	15.4%	$ 45,450
STATE UNIV OF S DAKOTA	S D	1957	6-30	12-31	12	MP	USAX	9,600	9,000	1,114	12.4%	$ 27,848
UNIV OF TENNESSEE	TENN	1942	6-30	6-30	6	MPT	AS	65,000	36,000	8,400	23.3%	$ 57,069
UNIV OF UTAH	UTAH	1945	6-30	6-30	12	AMPT	UAC	59,000	25,000	4,226	16.9%	$ 45,997
*UNIV OF VT & ST AGRIC COL	VT	1955	6-30		Alumni Fund Merged with Capital Campaign							
VIRGINIA POLYTECHNIC INST	VA	1939	6-30	12-31	9	MP.	UFSCAX	22,428	19,496	6,063	31.1%	$ 124,100
UNIV OF VIRGINIA	VA	1936	6-30	12-31	9	AMP	USFX	30,000	28,000	3,980	14.2%	$ 399,314
WASHINGTON STATE UNIV	WASH	1957	6-30	12-31	12	M	S		18,595	2,044	11.0%	$ 22,228
WAYNE STATE UNIV	MICH	1954	6-30	12-31	4	MPT	USCX	105,000	36,000	3,637	10.1%	$ 98,907
WEST VIRGINIA UNIV	W VA	1920	6-30	6-30	12	MP	USA	27,500	24,000	5,807	24.2%	$ 78,086
COL OF WILLIAM & MARY	VA	1950	6-30	12-31	12	AMT	FSAU	19,000	13,848	2,788	20.1%	$ 35,421
*UNIV OF WISCONSIN	WIS	1955	6-30	12-31	12	M	USCX	150,000	100,000	5,063	5.1%	$ 281,250
TOTALS								3,571,686	1,838,683	263,110	14.3%	$ 6,416,911

PUBLIC INSTITUTIONS Other Public Institutions

NAME OF INSTITUTION		(1) Year Annual Fund Started	(2) Inst. Fiscal Year Closes	(3) Fund Fiscal Year Closes	(4) No. of Months Active Solic.	(5) Solicitation Methods	(6) Purposes of Fund	(7) Estimate Total Living Alumni	(8) Alumni Solic. Through Fund	(9) No. of Alumni Donors to Fund	(10) Effectiveness of Solicitation	(11) Alumni Gifts to Annual Fund
AGRIC & TECH COL OF N C	N C	1954	6-30	6-30	12	MP	SA	8,500	6,000	843	14.1%	$ 4,625
BALL S T C	IND	1954	6-30	12-31	3	M	SAU	31,500	13,851	1,947	14.1%	$ 9,285
BOWLING GREEN STATE UNIV	OHIO	1958	6-30	6-30	4	AMP	U	15,500	13,555	1,072	7.9%	$ 10,358
CALIFORNIA STATE COL	PA	1927	6-30	6-30	9	AP	SA	8,000	7,000	800	11.4%	$ 1,200
U OF CAL DAVIS	CAL	1960	6-30	4-01	2	M	S	15,000	5,150	300	5.8%	$ 1,800
CENTRAL CONN STATE COL	CONN							7,000				
CENTRAL MICH UNIV	MICH	1959	6-30	12-31	12	M	US	15,000	10,000	790	7.9%	$ 15,397
E STROUDSBURG STATE COL	PA	1922	12-31	12-31	2	M	A	7,000	3,000	600	20.0%	$ 2,400
FLORIDA A & M UNIV	FLA	1959	6-30	5-31	3	M	S	6,000	6,000	600	10.0%	$ 600
GA STATE COL BUS ADMIN	GA	1950	6-30	6-30	12	MPT	USA	50,000	5,000	1,390	27.8%	$ 5,689
ILL STATE NORMAL UNIV	ILL	1958	6-30	6-30	8	M	USA		13,000	754	5.8%	$ 5,874
IOWA S T C	IOWA		6-30	6-30		M	USX	25,000	22,000	1,115	5.1%	$ 9,505
KANS STATE COL PITTSBURG	KANS	1959	6-30	4-30	3	MP	S	40,000	10,000	635	6.4%	$ 7,994
KEENE TEACHERS COL	N H	1957	6-30	12-31			SU	5,000				
KENT STATE UNIV	OHIO	1954	6-30	6-30	6	MP	USAX	55,677	14,200	1,403	9.9%	$ 14,245
*LOWELL TECHNOLOGICAL INST	MASS	1948	12-31	12-31	2	M	UA	4,025	2,939	546	18.6%	$ 5,517
STATE COL AT BRIDGEWATER	MASS	1957	6-30	3-31	10	M	A	8,500	7,670	1,312	17.1%	$ 6,874
STATE COL AT NORTH ADAMS	MASS	1938	6-30	6-30	3	M	S	2,500	2,000	350	17.5%	$ 400
MICH COL MINING & TECHNOL	MICH	1953	6-30	12-30	10	AM	USX	11,775	9,756	1,667	17.1%	$ 23,516
*MISSISSIPPI SOUTHERN COL	MISS	1959	6-30	12-30		M	US	40,000		65		$ 4,889
MISSOURI SCH MINES & MET	MO	1954	6-30	10-31	10	AM	SA	9,000	6,500	2,390	36.8%	$ 24,289
NEBRASKA S T C PERU	NEBR	1955	6-30	6-30	12	AM	USA	10,000	6,000	395	6.6%	$ 3,497
NEWARK COL OF ENGINEERING	N J	1947	6-30	6-30	6	M	SA	6,800	5,400	1,585	29.4%	$ 9,585
NORTHERN S T C	S D	1951	6-30	6-30	12	MP	S	7,500	7,500	375	5.0%	$ 3,750
PANHANDLE A & M COL	OKLA	1946	6-30		12	MP	A	20,000	2,000	1,800	90.0%	$ 13,605
PLYMOUTH TEACHERS COL	N H	1960	6-30	5-21	2	M	SCA	3,100	2,500	300	12.0%	$ 1,400
PRAIRIE VIEW A & M COL	TEX	1949	8-31	4-30	12	M	SA	33,000	5,000	1,500	30.0%	$ 4,500
RHODE ISLAND COL	R I	1959	6-30	4-30	3	MA	X	5,000	3,500	360	10.3%	$ 2,738
S DAK SCH MINES & TECHNOL	S D		6-30	6-30		M						
SOUTHEASTERN LA COL	LA	1959	6-30	12-31	5	MP	U	3,503	2,580	127	4.9%	$ 5,952
SOUTHERN OREGON COL	OREG	1958	6-30	6-30	3	MP	USCA	4,200	2,000	500	25.0%	$ 650

PUBLIC INSTITUTIONS Major State Universities and Land Grant Colleges (Continued)

(12) Average Alumni Gift to Fund	(13) Living Graduates	(14) Graduate Donors	(15) Percent of Graduates Giving	(16) Alumni Giving Not Credited to Fund	(17) Total of All Alumni Giving	(18) Total Alumni Donors to All Purposes	(19) Average Alumni Gift through All Channels	(20) Total Non-Alumni Parent Giving	(21) Total Gifts Eligible for Matching by Corporations	(22) Total Gift Support to Institution All Sources	(23) Alumni Gifts as Percent of Total Support
$ 38.56					$ 227,218	5,892	$ 38.56	$ 84,155	$ 3,192	$ 451,390	50.2%
$ 9.06				$ 6,775	$ 36,394	3,345	$ 11.05	$ 1,000	$ 600	$ 115,385	32.1%
$ 22.88					*$ 148,900			$ 3,033		$ 882,242	
$ 15.96	13,500			$ 11,515	$ 56,965	2,849	$ 20.02			$ 171,386	33.2%
$ 25.00					$ 27,848	1,114	$ 25.00		$ 200	$ 28,048	99.3%
$ 6.79				$ 45,637	$ 102,706	8,765	$ 11.72			$ 2,114,857	4.8%
$ 10.88	25,000	4,200	16.8%	$ 252,600	$ 298,597	5,[illegible]77	$ 49.95		$ 65	$ 1,160,659	25.7%
					$ 325,374	3,399	$ 95.73	$ 11,300		$ 400,993	81.1%
$ 20.47				$ 14,000	$ 138,100	6,070	$ 22.75	$ 2,000	$ 3,667	$ 476,635	28.9%
$ 100.35					*$ 399,314			$ 175	$ 858	$ 1,575,259	
$ 10.87				$ 29,642	$ 51,870			$ 2,006		$ 287,883	18.0%
$ 27.19				$ 32,993	$ 131,900	4,065	$ 32.45		$ 52	$ 4,477,946	2.9%
$ 16.89				$ 30,126	$ 128,212	6,915	$ 18.54		$ 520	$ 1,124,092	11.3%
$ 12.70	7,467	2,213	28.2%	$ 22,071	$ 57,492	2,998	$ 19.04		$ 463	$ 160,310	35.6%
$ 55.55					*$ 281,250				$ 5,546	$ 6,797,714	
$ 24.39	*	*	*	$ 8,007,266	$14,795,275	289,645	$ 40.31	$ 226,189	$ 100,432	$124,717,264	12.0%

PUBLIC INSTITUTIONS Other Public Institutions

(12) Average Alumni Gift to Fund	(13) Living Graduates	(14) Graduate Donors	(15) Percent of Graduates Giving	(16) Alumni Giving Not Credited to Fund	(17) Total of All Alumni Giving	(18) Total Alumni Donors to All Purposes	(19) Average Alumni Gift through All Channels	(20) Total Non-Alumni Parent Giving	(21) Total Gifts Eligible for Matching by Corporations	(22) Total Gift Support to Institution All Sources	(23) Alumni Gifts as Percent of Total Support
$ 5.49					$ 4,625	843	$ 5.48			$ 14,457	31.9%
$ 4.77				$ 1,500	$ 10,785	1,951	$ 5.21		$ 20	$ 191,470	5.6%
$ 9.66					$ 10,358	1,072	$ 10.00		$ 143	$ 92,473	11.1%
$ 1.50				$ 2,315	$ 3,515	800	$ 4.39			$ 3,515	100.0%
$ 6.00	7,500			See Statewide Report							
					$ 150				$ 150	$ 300	50.0%
$ 19.49					$ 15,397	790	$ 19.48		$ 715	$ 812,303	1.8%
$ 4.00					$ 2,400	600	$ 4.00			$ 2,700	88.8%
$ 1.00	6,000	600	10.0%		$ 600	600	$ 1.00			$ 600	100.0%
$ 4.09					$ 5,689	1,390	$ 4.09				
$ 7.79	14,000	754	5.4%		$ 5,874	754	$ 7.79			$ 59,367	9.9%
$ 8.52				$ 6,360	$ 15,865	1,117	$ 14.20		$ 30	$ 21,169	74.9%
$ 12.59				$ 3,772	$ 11,766	674	$ 17.45			$ 39,945	29.6%
					$ 2,500	100	$ 25.00	$ 1,000		$ 3,500	71.4%
$ 10.15					$ 14,245	1,403	$ 10.15		$ 800	$ 52,000	27.4%
$ 10.10	2,429	455	18.7%	$ 1,638	$ 7,155	547	$ 13.08			$ 8,155	87.7%
$ 5.24				$ 1,395	$ 8,269	1,373	$ 6.02			$ 8,269	100.0%
$ 1.14	2,500	350	14.0%	$ 316	$ 716	364	$ 1.97			$ 716	100.0%
$ 14.11	7,096	1,548	21.8%	$ 500	$ 24,016	1,668	$ 14.40		$ 1,039	$ 133,463	17.9%
$ 75.22	10,000			$ 7,500	$ 12,389	2,399	$ 5.16		$ 50	$ 18,389	67.4%
$ 10.16	8,500	2,340	27.5%	$ 105,889	$ 130,178	2,945	$ 44.20		$ 135	$ 607,945	21.[illegible]
$ 8.85				$ 1,530	$ 5,027	399	$ 12.59		$ 20	$ 7,679	64.8%
$ 6.05				$ 10,445	$ 20,030	1,587	$ 12.62		$ 180	$ 94,733	21.1%
$ 10.00	7,500	375	5.0%		$ 3,750	375	$ 10.00			$ 14,000	26.8%
$ 7.56	1,200				$ 13,605	1,800	$ 7.56			$ 13,605	100.0%
$ 4.67					$ 2,080	425	$ 4.89		$ 5	$ 2,080	100.0%
$ 3.00				$ 6,500	$ 11,000	2,700	$ 4.07			$ 75,000	14.7%
$ 7.61	5,000	360	7.2%	$ 2,413	$ 5,151	650	$ 7.92			$ 5,151	100.0%
	2,600				$ 14,400	1,186	$ 12.14		$ 500	$ 45,500	31.6%
$ 46.67					$ 5,952	127	$ 46.87			$ 5,952	100.0%
$ 1.30				$ 11,650	$ 12,300	900	$ 13.67	$ 1,200		$ 24,300	50.6%

PUBLIC INSTITUTIONS Other Public Institutions (Continued)

NAME OF INSTITUTION	(1) Year Annual Fund Started	(2) Inst. Fiscal Year Closes	(3) Fund Fiscal Year Closes	(4) No. of Months Active Solic.	(5) Solicitation Methods	(6) Purposes of Fund	(7) Estimate Total Living Alumni	(8) Alumni Solic. Through Fund	(9) No. of Alumni Donors to Fund	(10) Effectiveness of Solicitation	(11) Alumni Gifts to Annual Fund
TEXAS TECHNOLOGICAL COL TEX	1947	8-31	12-31	10	MP	USCA	75,000	18,000	2,964	16.5%	$ 23,382
U S MILITARY ACAD N Y	1949	3-31	3-31	12	M	U	16,461	15,703	1,216	7.7%	$ 21,625
VIRGINIA MILITARY INST VA	1936	6-30	6-30	12	AMP	USCAX	10,200	8,057	3,115	38.7%	$ 238,062
VIRGINIA STATE COL VA	1952	6-30	5-15	12	AM	SCA	11,000	6,724	1,467	21.8%	$ 4,207
WEST VIRGINIA STATE COL W VA	1959	6-30	8-31	6	M	S	5,000	2,200	429	19.5%	$ 1,754
TOTALS							575,741	244,785	34,712	14.2%	$ 489,164

PUBLIC INSTITUTIONS Public Women's Colleges

NAME OF INSTITUTION	(1) Year Annual Fund Started	(2) Inst. Fiscal Year Closes	(3) Fund Fiscal Year Closes	(4) No. of Months Active Solic.	(5) Solicitation Methods	(6) Purposes of Fund	(7) Estimate Total Living Alumni	(8) Alumni Solic. Through Fund	(9) No. of Alumni Donors to Fund	(10) Effectiveness of Solicitation	(11) Alumni Gifts to Annual Fund
*DOUGLASS COL N J	1931	6-30	6-30	7	AMP	USA	10,843	7,119	3,581	50.3%	$ 48,658
GA STATE COL FOR WOMEN GA	1955	6-30	6-30	4	AM	SA	15,000	11,400	1,260	11.1%	$ 7,829
MARY WASHINGTON COL VA					AMP	CSX	28,000	7,000	657	9.4%	
UNIV OF N C WOMANS COL N C	1951	6-30	12-31	12	M	UA	25,000	25,000	2,645	10.6%	$ 12,522
WINTHROP COL S C	1956	6-30	6-01	5	MT	S	20,000	20,000	4,504	22.5%	$ 15,063
TOTALS							98,843	70,519	12,647	17.9%	$ 84,072
GRAND TOTALS							4,320,233	2,217,997	323,290	14.6%	$ 7,203,910

A characteristic that I think we must continuously emphasize in thinking about support for education these days is continuity. . . . Alumni drives are coming more and more to be recognized as of growing significance to the financial side of higher education. And here again we run into this principle of continuity. An annual alumni drive, if properly organized, can be relied upon with some confidence, because it has many small sources. It is not dependent on one big source that might from year to year show a high degree of variability. The history of those colleges that have developed annual alumni giving the longest and most intensively shows that there is a reasonable stability as well as continuity in this method of financing. What is actually occurring is substitution of the continuity of giving for endowment income. Yale's million dollars a year which they have now reached is the equivalent of an endowment of twenty-five million dollars—an endowment which is larger than all but a few colleges in the United States. It can be counted on because there is continuity and repetition. It can be relied on because it comes from a lot of different people—about 23,000 in Yale's case. The risk is distributed. The base of support is broad.

Courtney C. Brown, *Dean*
Graduate School of Business Administration
Columbia University

PUBLIC INSTITUTIONS Other Public Institutions (Continued)

(12) Average Alumni Gift to Fund	(13) Living Graduates	(14) Graduate Donors	(15) Percent of Graduates Giving	(16) Alumni Giving Not Credited to Fund	(17) Total of All Alumni Giving	(18) Total Alumni Donors to All Purposes	(19) Average Alumni Gift through All Channels	(20) Total Non-Alumni Parent Giving	(21) Total Gifts Eligible for Matching by Corporations	(22) Total Gift Support to Institution All Sources	(23) Alumni Gifts as Percent of Total Support
$ 7.89				$ 95,541	$ 118,923	3,507	$ 33.91			$ 954,792	12.4%
$ 17.78	15,961	1,198	7.5%	$ 7,962	$ 29,587	1,226	$ 24.13		$ 225	$ 29,970	98.7%
$ 76.42					$ 238,062	3,115	$ 76.43	$ 2,542	$ 731	$ 245,104	97.1%
$ 2.87	6,724	1,467	21.8%	$ 3,480	$ 7,687	1,467	$ 5.24			$ 29,224	26.3%
$ 4.09				$ 1,550	$ 3,304	474	$ 6.97			$ 6,454	51.2%
$ 14.09	*	*	*	$ 272,256	$ 777,350	41,328	$ 18.81	$ 4,742	$ 4,743	$ 3,624,280	21.3%

PUBLIC INSTITUTIONS Public Women's Colleges

(12) Average Alumni Gift to Fund	(13) Living Graduates	(14) Graduate Donors	(15) Percent of Graduates Giving	(16) Alumni Giving Not Credited to Fund	(17) Total of All Alumni Giving	(18) Total Alumni Donors to All Purposes	(19) Average Alumni Gift through All Channels	(20) Total Non-Alumni Parent Giving	(21) Total Gifts Eligible for Matching by Corporations	(22) Total Gift Support to Institution All Sources	(23) Alumni Gifts as Percent of Total Support
$ 13.59				$ 300	$ 48,958	3,581	$ 13.61	$ 1,177	$ 592	$ 74,997	65.3%
$ 6.21	12,550			$ 400	$ 8,229	1,265	$ 6.51	$ 169	$ 10	$ 47,888	17.1%
					$ 10,345	657	$ 15.75				
$ 4.73					*$ 12,522						
$ 3.34				$ 5,700	$ 20,763	4,507	$ 4.61		$ 35	$ 39,751	52.2%
$ 7.01	*	*	*	$ 6,400	$ 100,817	10,010	$ 8.82	$ 1,346	$ 637	$ 162,636	47.9%
$ 22.33	*	*	*	$ 8,538,971	$16,140,254	351,969	$ 36.51	$ 232,277	$ 107,024	$ 133,732,984	12.4%

* Because less than one-third of the Public Institutions reporting gave statistics on graduate giving, the totals for these columns are not presented with the other totals. They are recorded here with the reservation that they represent only a portion of the possible total.

	Living Graduates	Graduate Donors	Percent of Graduates Giving
Municipal Inst.	83,000	12,307	14.8%
Major State Univ. & Land Grant Col.	614,616	72,277	15.6%
Other Public Inst.	97,010	9,447	12.5%
Public Women's Col.	12,550		
TOTAL PUBLIC INST.	807,176	94,031	15.1%

Alumni loyalty and support must be earned, positively and actively, as a permanent part of the college program. In a realistic sense, the function of the alumni fund raiser is that of systematically and sensitively collecting the dividends of what the college itself has earned over the past years. If he is effective and if the program he heads is effective, then the nature and extent of the return is a fair measure of how well the institution has done its job.

LOREN L. HICKERSON
State University of Iowa

The annual alumni fund has achieved its present importance because, no matter from what angle the problem of financing higher education is viewed, the regular and intelligent support of its alumni and other friends is the best capital that any college or university can have.

JOHN A. POLLARD, *Vice President*
Council for Financial Aid to Education

PRIVATE MEN'S COLLEGES

Total alumni giving to Private Men's Colleges reached a new high in 1959-1960; 96,535 alumni gave $16,674,039 to sixty-three colleges. Sixty of these colleges reported both years and show a gain of $3.5 million, topped only by the increases of Private Universities and Independent Secondary Schools.

The men's colleges also have the distinction of reporting the highest average alumni gift to the fund: $47.11. Their over-all average alumni gift of $171.90 is virtually in a tie with the $171.97 figure of secondary schools for honors in that area. Men's colleges average $277,180 in alumni gifts per institution, second only to the average for Private Universities.

The leading Private Men's Colleges in the various areas are listed below, followed by statistics for each institution in the category.

NUMBER OF ALUMNI DONORS TO THE FUND

Lehigh University	6,959
Amherst College	6,369
Williams College	5,597
College of the Holy Cross (Mass.)	5,166
Bowdoin College	4,120
Xavier University (Ohio)	3,753
Wesleyan University	3,152
Colgate University	3,123
St. John's University (Minn.)	2,880
Hamilton College	2,380

EFFECTIVENESS OF SOLICITATION

Xavier University (Ohio)	66.0%
Amherst College	62.5
Williams College	57.0
Haverford College	55.7
Bowdoin College	52.9
Hamilton College	48.3
Trinity College (Conn.)	44.6
Lehigh University	43.6
College of the Holy Cross (Mass.)	40.6
St. John Fisher College	38.8

ALUMNI GIFTS TO THE ANNUAL FUND

Lehigh University	$350,405
Amherst College	285,722
Williams College	248,930
University of the South	242,302
Colgate University	237,283
Franklin and Marshall College	193,072
St. Mary's Seminary and University	191,588
St. Joseph's College (Penn.)	190,641
Bowdoin College	188,277
College of the Holy Cross (Mass.)	187,201

AVERAGE ALUMNI GIFT TO THE FUND

St. Mary's Seminary and University	$228.08
St. Joseph's College (Penn.)	179.34
University of the South	175.96
Franklin and Marshall College	96.15
Assumption College	92.28
St. Anselm's College	83.64
Colgate University	75.98
Westminster College (Mo.)	56.11
University of Scranton	54.74
Pennsylvania Military College	53.81

GRADUATE DONORS

Amherst College	5,713
College of the Holy Cross (Mass.)	4,965
Bowdoin College	3,640
Colgate University	2,811
Wesleyan University	2,794

PERCENT OF GRADUATES GIVING

Amherst College	71.7%
Bowdoin College	62.2
Hamilton College	56.0
Trinity College (Conn.)	47.2
College of the Holy Cross (Mass.)	47.1

TOTAL ALUMNI GIVING

Lehigh University	$2,697,174
Amherst College	2,243,286
Williams College	1,978,801
Wabash College	1,064,396
College of St. Thomas	1,046,420
Washington and Lee University	1,027,417
Kenyon College	719,691
Bowdoin College	657,237
Colgate University	653,560
Hamilton College	421,527

TOTAL ALUMNI DONORS

Lehigh University	7,579
Amherst College	6,394
Williams College	5,692
College of the Holy Cross (Mass.)	5,175
Colgate University	4,876
Bowdoin College	4,126
Washington and Lee University	3,859
Xavier University (Ohio)	3,753
Wesleyan University	3,214
St. John's University (Minn.)	3,122

AVERAGE ALUMNI GIFT THROUGH ALL CHANNELS

College of St. Thomas	$753.36
Wabash College	605.11
Kenyon College	561.80
St. Benedict's College	417.00
Lehigh University	355.87
Amherst College	350.84
Williams College	347.65
Washington and Lee University	266.24
St. Mary's Seminary and University	228.08
St. Joseph's College (Penn.)	179.34

NON-ALUMNI PARENT GIVING

St. John's University (Minn.)	$163,769
Williams College	89,434
Trinity College (Conn.)	62,410
Xavier University (Ohio)	58,417
Colgate University	56,709
Claremont Men's College	49,700
Davidson College	29,707
Amherst College	28,550
St. Peter's College	24,177
College of St. Thomas	21,121

GIFTS ELIGIBLE FOR MATCHING BY CORPORATIONS

Union College	$44,351
Williams College	18,242
Amherst College	9,456
Lehigh University	8,000
Colgate University	7,025
Wesleyan University	5,815
Davidson College	4,425
Hamilton College	4,150
Bowdoin College	3,012
Manhattan College	2,772

TOTAL GIFT SUPPORT FROM ALL SOURCES

Lehigh University	$3,213,589
Amherst College	2,873,730
Williams College	2,483,357
Washington and Lee University	2,035,000
Wabash College	1,918,566
Davidson College	1,874,260
Kenyon College	1,655,061
College of St. Thomas	1,592,311
Bowdoin College	1,380,000
Colgate University	1,324,525

SUPPLEMENTARY NOTES
PRIVATE MEN'S COLLEGES

COLGATE UNIVERSITY—
In order to meet increased building costs, 2,013 alumni had extended their Development Fund pledges through 1959 and 1960; hence they were not solicited for the 1959 Alumni Fund.

HAMPDEN SYDNEY COLLEGE—
Alumni made additional contributions to the Synod of Virginia and the three-year Capital Gifts Campaign which is also in progress.

HOBART COLLEGE—
Column 22 includes figures for William Smith College, listed with Private Women's Colleges.

PROVIDENCE COLLEGE—
Column 22 is the latest figure available.

ST. ANSELM'S COLLEGE—
Alumni Fund is joined with a Capital Campaign.

COLLEGE OF ST. THOMAS—
The Alumni Fund was partially merged with the Capital Campaign.

UNIVERSITY OF SCRANTON—
Four-year Capital Gifts Campaign commenced May 1, 1959.

WOFFORD COLLEGE—
Alumni payments on Development Program pledges are not separated from payments made by non-alumni.

PRIVATE MEN'S COLLEGES

NAME OF INSTITUTION		(1) Year Annual Fund Started	(2) Inst. Fiscal Year Closes	(3) Fund Fiscal Year Closes	(4) No. of Months Active Solic.	(5) Solicitation Methods	(6) Purposes of Fund	(7) Estimate Total Living Alumni	(8) Alumni Solic. Through Fund	(9) No. of Alumni Donors to Fund	(10) Effectiveness of Solicitation	(11) Alumni Gifts to Annual Fund
AMHERST COL	MASS	1923	6-30	6-30	4	AMP	USF	10,427	10,190	6,369	62.5%	$ 285,722
ASSUMPTION COL	MASS	1952	6-30	8-31	9	MT	U	1,771	1,646	451	27.4%	$ 41,618
BELLARMINE COL	KY	1957	6-30	6-30	1	MPT	U	1,000	850	260	30.6%	$ 6,000
BOWDOIN COL	ME	1919	6-30	6-30	6	AMP	USX	8,515	7,793	4,120	52.9%	$ 188,277
CLAREMONT MENS COL	CAL	1954	6-30	6-30	8	AMPT	S	1,640	1,087	325	29.9%	$ 4,572
*COLGATE UNIV	N Y	1926	6-30	12-31	9	AMPT	UC	11,497	9,424	3,123	33.1%	$ 237,283
DAVIDSON COL	N C	1939	6-30	12-31	7	AMPT	UFSX	9,753	7,023	2,199	31.3%	$ 91,846
FRANKLIN AND MARSHALL COL	PA	1929	6-30	6-30	12	AMPT	UFSC	10,769	9,912	2,008	20.3%	$ 193,072
GANNON COL	PA	1957	6-30	6-30	3	PM	SU	7,348	4,270	145	3.4%	$ 1,754
HAMILTON COL	N Y	1932	6-30	6-30	3	AMP	U	5,800	4,928	2,380	48.3%	$ 94,091
*HAMPDEN SYDNEY COL	VA	1940	6-30	6-30	9	M	ACU	4,500	4,300	740	17.2%	$ 19,382
HAVERFORD COL	PA	1945	8-31	8-31	4	AM	UFS	4,180	3,398	1,893	55.7%	$ 76,156
*HOBART COL	N Y	1925	6-30		Alumni Fund Merged with Capital Campaign							
HOLY CROSS COL		1944	6-30	6-30	8	AMP	USA	15,100	12,720	5,166	40.6%	$ 187,201
IONA COL	N Y	1960	6-30	6-30	6	M	U	8,000	3,305	866	26.2%	$ 9,631
JOHN CARROLL UNIV	OHIO	1949	6-30	1-30	12	M	U	7,600	7,023	1,007	14.3%	$ 18,926
KENYON COL	OHIO	1948	6-30		Alumni Fund Merged with Capital Campaign							
KINGS COL	PA	1950	6-30	6-30	4	M	U	1,307	1,2[illegible]	108	8.5%	$ 1,250
LA SALLE COL	PA	1954	6-30		Alumni Fund Merged with Capital Campaign							
LEHIGH UNIV	PA	1925	6-30	6-30	8	AMPT	FSC	18,499	15,957	6,959	43.6%	$ 350,405
LINCOLN UNIV	PA	1955	6-30	6-30	9	M	U	5,000	4,000	165	4.1%	$ 6,141
LORAS COL	IOWA	1953	6-30	6-30	12	M	U	10,000	5,800	518	8.9%	$ 4,153
MANHATTAN COL	N Y	1939	6-30	6-30	Continued Annual Gift Program and Engineering Building Campaign in Progress							
MARIST COL	N Y		6-30			P	UC	540		10		$ 1,295
MOREHOUSE COL	GA		6-30	6-30	12	M	USC	6,000	2,500	250	10.0%	$ 7,163
MOUNT ST MARYS COL	MD	1947	8-31	12-31	12	MP	U	4,000	4,000	700	17.5%	$ 35,841
NORWICH UNIV	VT	1941	6-30	6-30	9	AM	C	7,333	3,673	1,018	27.7%	$ 27,309
PA MILITARY COL	PA	1950	8-31	8-31	6	M	UFCS	5,000	3,260	248	7.6%	$ 13,344
*PROVIDENCE COL	R I	1942	6-30	12-31	3	AMP	U	8,200	7,000	1,704	24.3%	$ 51,533
RANDOLPH MACON COL	VA	1947	6-30	6-30	7	AM	UA	5,000	4,000	725	18.1%	$ 35,175
REGIS COL	COLO	1957	6-30	12-31	12	AMP	U	5,000	2,603	731	28.1%	$ 25,377
ROCKHURST COL	MO	1957	6-30	6-30	10	M	USCAX	3,980	2,[illegible]5	226	9.0%	$ 6,126
ST AMBROSE COL	IOWA	1950	8-31	12-31	5	AMP	F	6,000	4,743	1,748	36.9%	$ 20,300
*ST ANSELMS COL	N H	1956	6-30	6-30	12	MP	C	6,378	3,500	560	16.0%	$ 46,838
ST BENEDICTS COL	KANS	1944	6-30	12-31	7	MP	C	8,166	3,060	216	7.1%	$ 13,717
ST BERNARDINE OF SIENA COL	N Y	1949	6-15	6-15	1	P	U	5,290	5,150	315	6.1%	$ 4,890
ST EDWARDS UNIV	TEX	1949	6-30	6-30	6	M	SA	4,000	1,276	455	35.7%	$ 3,896
ST FRANCIS COL	N Y		6-30	6-30	4	M	S	3,000	2,150	327	15.2%	$ 11,081
ST JOHN FISHER COL INC	N Y	1955	6-30	6-30	12	MP	UFSCA	384	384	149	38.8%	$ 1,058
ST JOHNS UNIV	MINN	1950	6-30	6-30	12	MP	USFC	10,000	9,000	2,880	32.0%	$ 58,513
ST JOSEPHS COL	IND	1955	7-31	7-31	12	M	U	6,000	4,025	632	15.7%	$ 12,381
ST JOSEPHS COL	PA	1950	6-30	1-01	6	P	C	5,600	4,677	1,063	22.7%	$ 190,641
ST MARYS COL	MINN	1952	6-30	6-30	12	AMT	U	5,549	5,049	441	8.7%	$ 15,396
ST MARYS COL OF CALIF	CAL	1958	6-30	6-30	8	MP	UFSA	5,050	4,000	1,145	28.6%	$ 38,040
ST MARYS SEM & UNIV	MD		6-30	6-30	9	M	SC	2,559	2,410	840	34.9%	$ 191,588
ST MARYS UNIV	TEX	1957	8-31	8-31	3	MP	F	5,571	5,571	666	12.0%	$ 11,175
ST MEINRAD SEM	IND	1960	6-30					7,600	Alumni Fund Begins 1960-1961			
ST MICHAELS COL	N M	1959	8-31	6-30	4	M	SCA	366	267	23	8.6%	$ 394
ST PETERS COL	N J	1953	6-30		Alumni Fund Conducting Modified Three-Year Development Program							
ST PROCOPIUS COL	ILL	1959	6-30	6-30	2	AMP	U	2,000	2,000	126	6.3%	$ 4,245
*COL OF ST THOMAS	MINN	1946	5-31	6-30	3	AMPT	USF	12,100	6,800	1,263	18.6%	$ 42,015
*UNIV OF SCRANTON	PA		6-30	6-30	12	AMPT	C	7,300	6,500	1,181	18.2%	$ 64,649
UNIV OF THE SOUTH	TENN	1932	8-31	12-31	12	AMP	UCSAX	5,591	5,591	1,377	24.6%	$ 242,302
TRINITY COL	CONN	1948	6-30	6-30	6	AMPT	FS	7,850	5,310	2,368	44.6%	$ 97,308
UNION COL & UNIV	N Y	1912	6-30	12-31	12	MP	F	11,075	10,412	2,21[illegible]	21.3%	$ 116,498
WABASH COL	IND	1955	6-30	6-30	8	AMP	U	6,500	5,541	1,759	31.7%	$ 58,972
WASHINGTON JEFFERSON COL	PA	1932	6-30	6-30	8	AMP	U	7,273	6,730	1,57[illegible]	23.3%	$ 66,913
WASHINGTON & LEE UNIV	VA	1933	6-30		Alumni Fund Merged with Three-Year Capital Campaign							

PRIVATE MEN'S COLLEGES

(12) Average Alumni Gift to Fund	(13) Living Graduates	(14) Graduate Donors	(15) Percent of Graduates Giving	(16) Alumni Giving Not Credited to Fund	(17) Total of All Alumni Giving	(18) Total Alumni Donors to All Purposes	(19) Average Alumni Gift through All Channels	(20) Total Non-Alumni Parent Giving	(21) Total Gifts Eligible for Matching by Corporations	(22) Total Gift Support to Institution All Sources	(23) Alumni Gifts as Percent of Total Support
$ 44.86	7,973	5,713	71.7%	$ 1,957,564	$ 2,243,286	6,394	$ 350.84	$ 28,550	$ 9,456	$ 2,873,730	78.1%
$ 92.28				$ 10,000	$ 51,618	452	$ 114.20	$ 545	$ 150	$ 139,124	37.1%
$ 23.08	506	234	46.2%		$ 6,000	260	$ 23.00	$ 7,500	$ 1,000	$ 133,000	4.5%
$ 45.70	5,856	3,640	62.2%	$ 468,960	$ 657,237	4,126	$ 159.25	$ 6,709	$ 3,012	$ 1,380,000	47.6%
$ 14.07	820	299	36.5%		$ 4,572	325	$ 14.07	$ 49,700	$ 25	$ 659,696	.7%
$ 75.98	8,522	2,811	32.9%	$ 416,277	$ 653,560	4,876	$ 134.04	$ 56,709	$ 7,025	$ 1,324,525	49.3%
$ 41.77	4,894	1,891	38.6%	$ 85,603	$ 177,449	2,583	$ 68.69	$ 29,707	$ 4,425	$ 1,874,260	9.4%
$ 96.15				$ 12,362	$ 205,434	2,011	$ 102.16	$ 16,095	$ 2,447	$ 452,295	45.4%
$ 12.10	1,777	117	6.6%	$ 17,771	$ 19,525	213	$ 91.67	$ 8,500	$ 1,843	$ 494,995	3.9%
$ 39.53	3,706	2,078	56.0%	$ 327,436	$ 421,527	2,389	$ 176.44	$ 8,420	$ 4,150	$ 892,991	47.2%
$ 26.19				$ 31,683	$ 51,065	1,220	$ 41.86			$ 770,593	6.6%
$ 40.23				$ 17,799	$ 93,955	1,986	$ 47.31	$ 18,787	$ 2,018	$ 390,514	24.1%
					$ 153,304	866	$ 177.02			$ 771,333	19.9%
$ 36.24	10,532	4,965	47.1%	$ 116,601	$ 303,802	5,175	$ 58.70		$ 2,474	$ 461,600	65.8%
$ 11.12	3,537	864	24.4%	$ 387	$ 10,018	873	$ 11.48	$ 4,030	$ 626	$ 143,907	7.0%
$ 18.79	4,387	538	12.3%	$ 10,728	$ 29,654	1,071	$ 27.69		$ 300	$ 741,026	4.0%
					$ 719,691	1,281	$ 561.80			$ 1,655,061	43.4%
$ 11.57					$ 1,250	108	$ 11.57	$ 3,700	$ 75	$ 176,000	.7%
	6,800				$ 16,468	423	$ 38.93		$ 900	$ 84,984	19.3%
$ 50.35				$ 2,346,769	$ 2,697,174	7,579	$ 355.87	$ 10,093	$ 8,000	$ 3,213,589	83.9%
$ 37.34	2,642	149	5.6%	$ 500	$ 6,641	224	$ 29.64	$ 1,763	$ 500	$ 376,287	1.8%
$ 8.02				$ 46,000	$ 50,153	523	$ 95.89	$ 4,400		$ 81,669	61.4%
					$ 245,834	2,798	$ 87.86	$ 8,627	$ 2,772	$ 519,960	47.3%
$ 129.50	420	5	1.2%		$ 1,295	10	$ 129.50		$ 75	$ 2,161	59.7%
$ 28.65				$ 8,939	$ 16,102	315	$ 51.11			$ 186,379	8.6%
$ 51.20				$ 11,038	$ 46,879	700	$ 66.97		$ 625	$ 49,629	94.5%
$ 26.83	2,744	847	30.8%	$ 71,033	$ 98,342	1,018	$ 96.60		$ 980	$ 214,828	45.8%
$ 53.81					$ 13,344	248	$ 53.81	$ 4,090	$ 930	$ 263,298	5.1%
$ 30.24	6,079			$ 22,630	$ 74,163	1,910	$ 38.88		$ 640	$ 223,798	33.1%
$ 48.52				$ 46,473	$ 81,648	881	$ 92.68	$ 3,101	$ 80	$ 267,037	30.6%
$ 34.72					$ 25,377	731	$ 34.71	$ 12,869	$ 225	$ 179,054	14.1%
$ 27.11	1,630	160	9.8%	$ 13,082	$ 19,208	287	$ 66.92	$ 16,481	$ 165	$ 307,676	6.2%
$ 11.61				$ 9,902	$ 30,202	1,758	$ 17.18	$ 6,085		$ 111,206	27.1%
$ 83.64					$ 46,838	560	$ 83.63	$ 3,734	$ 510	$ 601,898	7.8%
$ 63.50				$ 78,439	$ 92,156	221	$ 417.00	$ 3,366	$ 320	$ 141,002	65.3%
$ 15.52	3,984	300	7.5%		$ 4,890	315	$ 15.52		$ 405	$ 26,858	18.2%
$ 8.56	747	286	38.4%	$ 4,000	$ 7,896	456	$ 17.31			$ 23,547	33.5%
$ 33.89					*$ 11,081						
$ 7.10				$ 2,020	$ 3,078	149	$ 20.60			$ 390,843	.8%
$ 20.32				$ 127,159	$ 185,672	3,122	$ 59.47	$ 163,769		$ 382,371	48.6%
$ 19.59	1,294	258	19.9%	$ 3,500	$ 15,881	635	$ 25.01	$ 7,500	$ 100	$ 115,126	13.7%
$ 179.34	5,600	1,063	19.0%		$ 190,641	1,063	$ 179.34	$ 3,005	$ 1,610	$ 263,745	72.2%
$ 34.91					$ 15,396	441	$ 34.91	$ 3,210	$ 10	$ 125,001	12.3%
$ 33.22				$ 6,343	$ 44,383	1,153	$ 38.49	$ 4,382	$ 135	$ 254,471	17.6%
$ 228.08	2,390	671	28.1%		$ 191,588	840	$ 228.08	$ 19,900		$ 211,489	90.6%
$ 16.78	2,765	419	15.1%	$ 861	$ 12,036	752	$ 16.27	$ 516	$ 365	$ 152,000	7.9%
				$ 750	$ 750	29	$ 25.85	$ 100		$ 30,863	2.4%
$ 17.13				$ 50	$ 444	24	$ 18.50			$ 5,264	8.4%
					$ 78,865	1,094	$ 72.09	$ 24,177	$ 1,247	$ 198,017	39.8%
$ 33.69				$ 25,498	$ 29,743	522	$ 56.98	$ 996	$ 180	$ 38,369	77.5%
$ 33.27				$ 1,004,405	$ 1,046,420	1,389	$ 753.36	$ 21,121	$ 375	$ 1,592,311	65.7%
$ 54.74	5,315	887	16.6%		$ 64,649	1,181	$ 54.88		$ 1,650	$ 224,770	28.7%
$ 175.96					$ 242,302	1,377	$ 175.96			$ 1,010,834	24.0%
$ 41.09	4,468	2,109	47.2%	$ 140,497	$ 237,805	2,400	$ 99.09	$ 62,410	$ 2,060	$ 591,820	40.2%
$ 52.55	7,086			$ 111,194	$ 227,692	2,221	$ 102.52	$ 4,786	$ 44,351	$ 278,709	81.7%
$ 33.53	3,187			$ 1,005,424	$ 1,064,396	1,759	$ 605.11	$ 5,905	$ 1,038	$ 1,918,566	55.5%
$ 42.59	4,128	1,170	28.3%	$ 5,285	$ 72,198	1,571	$ 45.96	$ 1,557	$ 533	$ 301,689	23.9%
					$ 1,027,417	3,859	$ 266.24			$ 2,035,000	50.4%

PRIVATE MEN'S COLLEGES (Continued)

NAME OF INSTITUTION		(1) Year Annual Fund Started	(2) Inst. Fiscal Year Closes	(3) Fund Fiscal Year Closes	(4) No. of Months Active Solic.	(5) Solicitation Methods	(6) Purposes of Fund	(7) Estimate Total Living Alumni	(8) Alumni Solic. Through Fund	(9) No. of Alumni Donors to Fund	(10) Effectiveness of Solicitation	(11) Alumni Gifts to Annual Fund
WESLEYAN UNIV	CONN	1915	6-30	6-30	7	AMT	SC	8,854	8,512	3,152	37.0%	$ 101,587
WESTMINSTER COL	MO	1951	6-30	6-30	3	AMT	U	4,600	4,065	1,109	27.3%	$ 62,223
WILLIAMS COL	MASS	1919	6-30	1-31	4	AMPT	U	10,271	9,821	5,597	57.0%	$ 248,930
*WOFFORD COL	S C	1946	8-31	12-31	8	APT	UAX	7,600	6,395	2,367	37.0%	$ 68,356
XAVIER UNIV	OHIO	1953	6-30	12-31	8	PM	UFC	5,685	5,685	3,753	66.0%	$ 128,873
TOTALS								365,971	283,084	83,714	29.6%	$ 3,943,422

We must not take the view that there is a pot of money for education for which each of us must compete in a way that a larger share for one means less for someone else. Our competition as institutions is not with one another, but with public apathy. The welfare of higher education is indivisible. What helps anyone, helps all; what helps the group, or hurts it, helps or hurts each one in some measure. There is more work to do than all of the institutions put together will get done.

DAVID D. HENRY, *President*
University of Illinois

A widespread sentiment has existed for some time among Yale graduates in favor of some systematic endeavor to increase the resources of the University. While opinions may have differed somewhat as to terms, the fundamental idea common to all plans suggested has been to seek contributions from the largest possible number of alumni, to be continued yearly at the will of the givers and to be devoted preferably to University uses as distinguished from special uses of any departments.

The special feature of this effort to benefit our University, in which it differs from all previous efforts, is that it not only furnishes an opportunity to accumulate principal, the income of which can be used as it is needed, but especially invites annual contributions which, continued from year to year as the majority of them are likely to be, will themselves form the income of what may be fairly deemed a permanent endowment and an income which can be immediately applied to current needs.

From a pamphlet reporting the establishment of the YALE ALUMNI UNIVERSITY FUND ASSOCIATION, 1890

There are no words commensurate with what the Alumni Fund, in all respects, means to the college. It is daily bread and life, it is strength and growth of encouragement; it is, above all else, testimony that the purpose of a free college in the service of our society is understood and will be served by those who in their individual daily lives were and will be served by it.

JOHN S. DICKEY, *President*
Dartmouth College

PRIVATE MEN'S COLLEGES (Continued)

(12) Average Alumni Gift to Fund	(13) Living Graduates	(14) Graduate Donors	(15) Percent of Graduates Giving	(16) Alumni Giving Not Credited to Fund	(17) Total of All Alumni Giving	(18) Total Alumni Donors to All Purposes	(19) Average Alumni Gift through All Channels	(20) Total Non-Alumni Parent Giving	(21) Total Gifts Eligible for Matching by Corporations	(22) Total Gift Support to Institution All Sources	(23) Alumni Gifts as Percent of Total Support
$ 32.23	6,144	2,794	45.5%	$ 146,975	$ 248,562	3,214	$ 77.34	$ 9,034	$ 5,815	$ 680,837	36.5%
$ 56.11				$ 47,230	$ 109,453	1,129	$ 96.95	$ 6,981		$ 388,938	28.1%
$ 44.48				$ 1,729,871	$ 1,978,801	5,692	$ 347.65	$ 89,434	$ 18,242	$ 2,483,357	79.7%
$ 28.88	4,040	1,710	42.3		*$ 68,356				$ 873	$ 680,216	
$ 34.34					$ 128,873	3,753	$ 34.33	$ 58,417		$ 427,689	30.1%
$ 47.11	*	*	*	$ 10,489,038	$ 16,674,039	96,535	$ 171.90	$ 809,761	$ 134,737	$ 36,991,805	45.7%

* Because less than one-half of the Private Men's Colleges reporting gave statistics on graduate giving, the totals for these columns are not presented with the other totals. They are recorded here with the reservation that they represent only a portion of the possible total.

Living Graduates	123,973
Graduate Donors	35,978
Percent of Graduates Giving	35.7%

If a college has not succeeded in persuading its students to give after four years of experience on its campus, after having been subjected to the whole educational program of the institution, it has failed in its mission. If it trains men to "get" but fails to train them to "give," it really has no good reason for existence. It must be the hallmark of the alumni of our kind of institution that they are "giving" people. This applies to everything about them—their vocational service, their family life, their church activity, and their community relations. But it should be evidenced also in their relation to the college that persuaded them—or at least helped to persuade them—to be that kind of people. It is in teaching people to give—of themselves, their efforts, their devotion and their means—that colleges like ours really have their mission.

If that is true, then an annual fund becomes a sort of yardstick for measuring how well we have been doing the job which is our reason for existence. It isn't the only yardstick, surely. Most alumni are giving through their churches to many things, including Christian higher education. And many of them are giving in other ways, too. But an annual fund is a specific, concrete, measurable yardstick, sent to one's alma mater, to keep its records up to date. It's like sending a sample of one's life back each year to those who are engaged in teaching another student generation to give, to let them know that he is keeping faith with them by being a "giving person." The amount isn't nearly as important as the fact that you are reporting in. If you do that regularly, you are likely to see to it that the sample is one which does you justice.

EDGAR M. CARLSON, *President*
Gustavus Adolphus College

It is, of course, largely by the extent of the support accorded to a college by its own graduates that the world judges of the right of that college to seek cooperation of others in planning for the future. An institution that cannot rally to its financial assistance the men who have taken its degrees and whose diploma is their passport into the world is in a poor position to ask assistance from others. It is not merely what alumni give; it is the fact that they do give that is of supreme importance.

CHARLES WILLIAM ELIOT, *President* (1869-1909)
Harvard University

PRIVATE WOMEN'S COLLEGES

Although women's colleges as a group may still be having difficulties in attracting significant corporation and foundation support, their alumnae continue to demonstrate their belief in the importance of providing financial support. For once again Private Women's Colleges lead all categories in effectiveness of solicitation with 38.7%. All told, 183,239 alumnae from 115 reporting colleges gave a total of $15,384,966 for an average gift of $83.58.

Graduate participation—a figure not reported by many other institutions—is a matter of keen interest to many women's colleges, and their 54.6% mark led all others.

Although the average gift figure placed the alumnae fifth of the ten categories, it was still higher than the figures for Small or Large Coeducational Colleges or Public Institutions. Only in the area of matching gifts are women's colleges trailing; their $48,270 is the lowest for any group of four-year colleges or universities in the United States.

The 108 women's colleges which reported to both surveys show a little over a million dollars' increase in total alumnae giving. The figure in 1958-1959 was $14,143,293; this survey reports total alumnae giving of $15,309,449.

The leading women's colleges in various areas are listed below; individual reports follow.

NUMBER OF ALUMNI DONORS TO THE FUND

Smith College	14,918
Wellesley College	14,542
Vassar College	11,006
Mount Holyoke College	9,820
Barnard College	5,090
Simmons College	4,234
Bryn Mawr College	4,232
Wilson College	2,903
Sweet Briar College	2,873
Randolph Macon Woman's College	2,774

EFFECTIVENESS OF SOLICITATION

Barat College of the Sacred Heart	74.3%
Mount Holyoke College	74.0
Our Lady of Cincinnati College	70.5
Rosary Hill College	66.8
Immaculata College	64.0
Wellesley College	62.4
Vassar College	59.6
Marian College (Wisc.)	58.3
Bryn Mawr College	57.5
Wilson College	55.8

ALUMNI GIFTS TO THE ANNUAL FUND

Wellesley College	$948,068
Vassar College	825,433
Smith College	604,455
Bryn Mawr College	256,712
Barnard College	219,207
Mount Holyoke College	173,723
Sweet Briar College	165,272
Barat College of the Sacred Heart	114,356
Manhattanville College of Sacred Heart	105,341
Trinity College (D.C.)	104,028

AVERAGE ALUMNI GIFT TO THE ANNUAL FUND

Barat College of the Sacred Heart	$114.01
Vassar College	75.00
Manhattanville College of Sacred Heart	69.39
College of St. Elizabeth	68.21
Wellesley College	65.20
Bryn Mawr College	60.66
Sweet Briar College	57.53
Trinity College (D.C.)	53.32
College of Notre Dame (Calif.)	52.84
Judson College	50.29

TOTAL ALUMNI GIVING

Vassar College	$3,752,808
Wellesley College	2,042,772
Smith College	1,794,077
Mount Holyoke College	680,157
Bryn Mawr College	601,312
Wheaton College	538,262
Radcliffe College	275,342
Barnard College	233,960
Hollins College	218,305
Wells College	206,869

TOTAL ALUMNI DONORS

Smith College	17,050
Wellesley College	14,670
Vassar College	11,020
Mount Holyoke College	9,850
Barnard College	5,092

Simmons College	5,028
Bryn Mawr College	4,328
Radcliffe College	3,674
Wilson College	2,933
Sweet Briar College	2,873

AVERAGE ALUMNI GIFT THROUGH ALL CHANNELS

Marycrest College	$467.00
Vassar College	340.55
Wheaton College (Mass.)	233.11
Lake Erie College	228.50
Converse College	165.00
Mary Baldwin College	150.30
Wellesley College	139.24
Bryn Mawr College	138.93
William Smith College	125.11
Connecticut College	118.81

NON-ALUMNI PARENT GIVING

Manhattanville College of Sacred Heart	$257,492
Mills College	226,019
Barat College of the Sacred Heart	187,595
Smith College	176,799
Wheaton College (Mass.)	104,392
San Francisco College for Women	86,948
Rosary College	83,292
Sweet Briar College	75,214
Vassar College	69,605
Mount Holyoke College	50,276

GIFTS ELIGIBLE FOR MATCHING BY CORPORATIONS

Wellesley College	$5,759
Manhattanville College of Sacred Heart	5,581
Vassar College	3,748
Simmons College	2,612
Mount Holyoke College	2,105

TOTAL GIFT SUPPORT FROM ALL SOURCES

Vassar College	$4,252,131
Smith College	2,765,506
Wellesley College	2,713,274
Radcliffe College	1,293,073
Bryn Mawr College	1,191,580
Mary Baldwin College	1,100,494
Mount Holyoke College	979,333
Barnard College	848,757
Wheaton College (Mass.)	767,090
Connecticut College	719,662

SUPPLEMENTARY NOTES
PRIVATE WOMEN'S COLLEGES

BARAT COLLEGE OF THE SACRED HEART—
The Alumnae Fund is merged with the Capital Fund.

CLARKE COLLEGE—
All alumnae gifts are channeled through the Fund. Column 11 represents gifts from individuals only; column 17 includes club gifts.

CONVERSE COLLEGE—
Column 19 represents the average of new gifts, not payments on prior pledges.

D'YOUVILLE COLLEGE—
Nuns who have been graduated are not included in columns 7 and 13.

FLORA STONE MATHER COLLEGE—
Totals are included with Western Reserve University (listed in Private Universities) and not in this category.

GOUCHER COLLEGE—
Columns 17 and 19 include both cash and pledges.

JUDSON COLLEGE—
Alumnae gifts came through classes and chapters so that figures for columns 18 and 19 are not available.

LORETTO HEIGHTS COLLEGE—
Alumnae Fund is merging with Capital Fund Campaign.

MILLS COLLEGE—
Column 11 includes club gifts to the Fund.

NAZARETH COLLEGE, LOUISVILLE—
Column 7 includes only former students who have become associate members of the Alumnae Association.

NAZARETH COLLEGE, MICHIGAN—
In addition to the gifts from individuals reported in column 11, chapter gifts totaled $1,785.

PEMBROKE COLLEGE—
The Alumnae Fund was coordinated with the Brown University Capital Gifts Campaign, with each donor to the capital campaign also credited as a contributor to the annual fund. Columns 8 and 9 represent those solicited for the annual fund only; in addition, 2,157 alumnae were solicited for capital gifts with 976 of them contributing. Columns 14 and 15 show the totals in both the annual and capital campaigns. Since many capital gifts are on a Mr. (Brown) and Mrs. (Pembroke) basis, complete figures are not available for columns 16-19. Total gift support (column 22) is included in the Brown University total.

COLLEGE OF ST. ELIZABETH—
Column 17 includes gifts to the Sisters of Charity Centennial Campaign Fund in which the College shared. Column 22 does not include (1) non-alumnae gifts to the Sisters of Charity Centennial Campaign, (2) amount paid by the Sisters of Charity toward liquidating indebtedness on a present college building.

TRINITY COLLEGE—
Alumnae contributed both to the annual fund and to pledges on the three-year capital campaign (1957-1960) and the figures are not separated.

VASSAR COLLEGE—
Column 11 includes gifts from clubs.

WILLIAM SMITH COLLEGE—
The figures for column 22 are included with those for Hobart College, listed with Private Men's Colleges.

PRIVATE WOMEN'S COLLEGES

NAME OF INSTITUTION		(1) Year Annual Fund Started	(2) Inst. Fiscal Year Closes	(3) Fund Fiscal Year Closes	(4) No. of Months Active Solic.	(5) Solicitation Methods	(6) Purposes of Fund	(7) Estimate Total Living Alumni	(8) Alumni Solic. Through Fund	(9) No. of Alumni Donors to Fund	(10) Effectiveness of Solicitation	(11) Alumni Gifts to Annual Fund
AGNES SCOTT COL	GA	1944	6-30	5-31	7	MA	US	9,675	7,241	1,677	23.2%	$ 17,219
ALBERTUS MAGNUS COL	CONN	1953	6-30	6-30	8	M	U	1,207	1,170	146	12.5%	$ 2,325
ANNA MARIA COL FOR WOMEN	MASS	1955	6-30	6-30	3	M	C	422	422	62	14.7%	$ 1,500
*BARAT COL OF SACRED HEART	ILL							1,350	1,350	1,003	74.3%	$ 114,356
BARNARD COL	N Y	1952	6-30	6-30	8	AM	U	12,252	11,524	5,090	44.2%	$ 219,207
BARRY COL	FLA	1958	7-31	7-31	8	M	U	2,133	1,024	282	27.5%	$ 2,441
BEAVER COL	PA	1954	6-30	6-30	7	AM	UFS	7,000	5,949	1,367	23.0%	$ 17,863
BENNINGTON COL	VT	1937	6-30	6-30	8	AM	U	2,841	2,538	907	35.7%	$ 29,103
BRIAR CLIFF COL	IOWA	1938	6-30	6-30	12	M	SCA	1,987	1,775	75	4.2%	$ 300
BRYN MAWR COL	PA	1923	6-30	6-10	9	AM	UFSX	8,211	7,359	4,232	57.5%	$ 256,712
CEDAR CREST COL	PA	1951	6-30		Alumnae Fund Merged with Building Fund Drive							
CHATHAM COL	PA	1936	6-30	6-30	5	M	S	3,194	3,194	950	29.7%	$ 11,297
CHESTNUT HILL COL	PA	1946	6-30	6-30	4	AMP	U	2,980	2,487	1,257	50.5%	$ 20,753
*CLARKE COL	IOWA	1959	7-10	11-01	8	M	FSX	4,000	2,785	546	19.6%	$ 7,807
COLUMBIA COL	S C	1957	8-01	8-01	12	AM	U	3,400	3,400	450	13.2%	$ 5,000
CONNECTICUT COL	CONN	1939	6-30		Alumnae Fund Merged with Capital Campaign							
*CONVERSE COL	S C	1947	8-30		Alumnae Fund Merged with Extended Capital Campaign							
DOMINICAN COL SAN RAFAEL	CAL	1960	8-31	8-31	3	AM	UF	2,200	1,637	799	48.8%	$ 17,946
DUNBARTON COL HOLY CROSS	D C	1954	5-31	10-31	6	AM	A	1,500	799	183	22.9%	$ 1,241
*D YOUVILLE COL	N Y	1957	6-30	10-31	12	MPT	C	2,387	2,327	526	22.6%	$ 16,659
ELMIRA COL	N Y	1959	6-30	6-30	5	AM	UCA	5,700	5,700	1,173	20.6%	$ 40,036
EMMANUEL COL	MASS	1954	6-30	6-30	8	AM	U	3,800	3,400	1,724	50.7%	$ 21,532
*FLORA STONE MATHER COL	OHIO	1894	6-30	6-30	6	AMT	FSAX	7,800	7,800	1,210	15.5%	$ 12,750
FONTBONNE COL	MO	1957	6-30	6-30	4	AMT	C	2,379	1,800	335	18.6%	$ 5,267
GEORGIAN COURT COL	N J	1953	6-30	6-30	12	MP	ASC	1,400	1,222	435	35.6%	$ 4,123
*GOUCHER COL	MD	1931	6-30		Alumnae Fund Merged with Capital Campaign							
HOLLINS COL	VA	1942	6-30	6-30	5	AMP	F	7,075	6,039	2,629	43.5%	$ 47,554
COL OF THE HOLY NAMES	CAL	1957	7-31	5-31	9	AM	C	2,300	1,671	250	15.0%	$ 4,275
HOLY NAMES COL	WASH											
HOOD COL	MD	1933	7-15	6-30	Alumnae Fund Merged with Capital Campaign							
IMMACULATA COL	PA	1957	6-30	4-30	3	AMPT	USA	1,839	1,752	1,122	64.0%	$ 16,749
*JUDSON COL	ALA	1956	6-30	4-30	9	M	CX	3,000	2,600	187	7.2%	$ 9,404
KEUKA COL	N Y	1945	6-30	12-31	9	AM	UFSCAX	2,300	2,300	437	19.0%	$ 6,495
LAKE ERIE COL	OHIO	1952	6-30		Alumnae Fund Merged with Capital Campaign							
LINDENWOOD COL FOR WOMEN	MO	1956	6-15	10-31	3	M	USA	13,000	7,800	1,379	17.7%	$ 17,296
*LORETTO HEIGHTS COL	COLO	1955	6-30	10-30	2	MP	C	3,600	3,300	549	16.6%	$ 7,406
MANHATTANVL COL SAC HEART	N Y	1948	6-30	6-30	6	AMP	UFSC	4,081	3,339	1,518	45.5%	$ 105,341
MARIAN COL	WIS	1957	7-31	8-31	1	M	SA	120	120	70	58.3%	$ 401
MARY BALDWIN COL	VA			8-08	Alumnae Fund Merged with Capital Campaign							
MARY HARDIN BAYLOR COL	TEX	1958	5-31		Alumnae Fund Joined with Five-Year Development Program							
MARYCREST COL	IOWA	1957	6-30	6-30	4	M	U	3,580	1,317	120	9.1%	$ 1,583
MARYLHURST COL	OREG	1940	6-30	10-01	8	MP	SAX	4,360	1,460	897	61.4%	$ 11,400
MARYMOUNT COL TARRYTOWN	N Y	1959	6-30	6-30	6	M	U	2,400	2,000	259	13.0%	$ 13,013
MARYVILLE COL SACRED HEART	MO	1956	6-30	11-15	7	AM	A	3,049	2,700	567	21.0%	$ 6,870
MARYWOOD COL	PA	1957	6-30	6-30	10	AM	U	3,772	3,605	947	26.3%	$ 7,327
MERCYHURST COL	PA	1939	6-30	8-01	12	M	SCA	1,250	1,170	187	16.0%	$ 1,960
*MILLS COL	CAL	1930	7-01	7-01	8	AMP	AU	9,000	8,197	2,547	31.1%	$ 76,319
MILWAUKEE DOWNER COL	WIS	1942	6-30	6-30	4	AM	AU	3,500	3,375	1,030	30.5%	$ 15,848
COL MISERICORDIA	PA	1959	6-30	8-30	6	AM	FSCA	2,115	1,942	604	31.1%	$ 9,664
MOUNT HOLYOKE COL	MASS	1923	6-30	6-30	8	PA	U	15,000	13,264	9,820	74.0%	$ 173,723
MOUNT MARY COL	WIS	1957	7-31	6-30	4	M	U	2,500	2,500	536	21.4%	$ 6,009
MOUNT MERCY COL	IOWA	1957	6-30	9-30	12	M	U		650	35	5.4%	$ 397
COL MT ST JOSEPH ON OHIO	OHIO	1955	12-31	9-30	12	M	C	2,256	2,205	599	27.2%	$ 8,774
MOUNT ST MARYS COL	CAL	1957	6-30	2-29	5	AM	UA	1,255	1,215	618	50.9%	$ 6,821
COL OF MOUNT ST VINCENT	N Y	1953	6-30	6-30	9	AM	USAC	4,100	3,579	1,943	54.3%	$ 39,200
MUNDELEIN COL	ILL	1958	6-30	7-31	5	AM	UFSA	3,238	3,016	535	17.7%	$ 10,910
*NAZARETH COL LOUISVILLE	KY	1958	7-31	8-31	12	PM	U	1,962	1,153	419	36.3%	$ 5,828
*NAZARETH COL	MICH	1956	7-31	12-31	12	AM	UA	1,500	1,000	178	17.8%	$ 3,020

(12) Average Alumni Gift to Fund	(13) Living Graduates	(14) Graduate Donors	(15) Percent of Graduates Giving	(16) Alumni Giving Not Credited to Fund	(17) Total of All Alumni Giving	(18) Total Alumni Donors to All Purposes	(19) Average Alumni Gift through All Channels	(20) Total Non-Alumni Parent Giving	(21) Total Gifts Eligible for Matching by Corporations	(22) Total Gift Support to Institution All Sources	(23) Alumni Gifts as Percent of Total Support
$ 10.27	3,719	1,489	40.0%	$ 6,823	$ 24,042	1,725	$ 13.93	$ 3,030		$ 323,163	7.4%
$ 15.92				$ 36,428	$ 38,753	470	$ 82.45	$ 7,102	$ 720	$ 111,692	34.5%
$ 24.19	288			$ 250	$ 1,750	65	$ 26.92	$ 675		$ 27,204	6.4%
$ 114.01	823	457	55.5%	$ 3,000	$ 117,356	1,003	$ 117.00	$ 187,595		$ 320,118	36.7%
$ 43.07				$ 14,753	$ 233,960	5,092	$ 45.95	$ 8,401	$ 1,058	$ 848,757	27.6%
$ 8.66	846	210	24.8%	$ 425	$ 2,866	286	$ 9.81		$ 5	$ 145,924	2.0%
$ 13.07				$ 14,785	$ 32,648	1,742	$ 18.74		$ 260	$ 215,506	15.1%
$ 32.09	1,285	634	49.4%	$ 9,759	$ 38,862	988	$ 39.33	$ 2,785	$ 69	$ 245,832	15.8%
$ 4.00				$ 220	$ 520	350	$ 1.50		$ 100	$ 31,313	1.6%
$ 60.66				$ 344,600	$ 601,312	4,328	$ 138.93	$ 23,037	$ 1,155	$ 1,191,580	50.5%
					$ 59,106	1,182	$ 50.00	$ 2,551	$ 735	$ 261,491	22.6%
$ 11.89	2,740	883	32.2%	$ 6,598	$ 17,895	1,010	$ 17.76	$ 250	$ 130	$ 203,722	8.8%
$ 16.51	2,052	1,171	57.0%	$ 6,277	$ 27,030	1,257	$ 21.51	$ 6,031	$ 1,553	$ 73,370	36.7%
$ 14.30					$ 8,768	546	$ 16.06	$ 44,344	$ 40	$ 53,112	16.5%
$ 11.11					*$ 5,000					$ 136,500	
					$ 121,065	1,019	$ 118.81		$ 1,050	$ 719,662	16.9%
					$ 47,123		$ 165.00	$ 3,887		$ 353,636	13.3%
$ 22.46	1,010	510	50.5		*$ 17,946						
$ 6.78	516	143	27.6%	$ 1,104	$ 2,345	195	$ 12.02	$ 2,500	$ 35	$ 21,208	11.1%
$ 31.67	2,384	523	22.7%	$ 3,900	$ 20,559	676	$ 30.41	$ 3,800	$ 83	$ 65,703	31.2%
$ 34.13				$ 10,098	$ 50,134	1,177	$ 42.59	$ 1,261	$ 960	$ 685,811	7.3%
$ 12.49					$ 21,532	1,724	$ 12.48		$ 100	$ 53,273	40.4%
$ 10.54				$ 12,306	$ 25,056	1,621	$ 15.46				
$ 15.72	1,119	269	24.0%		$ 5,267	335	$ 15.72			$ 25,015	21.1%
$ 9.48				$ 1,835	$ 5,958	444	$ 13.42	$ 1,075	$ 45	$ 38,270	15.5%
					$ 1,311,021	5,900	$ 222.00	$ 83,625	$ 3,815	$ 2,182,613	60.5%
$ 18.09	2,255	1,550	68.7%	$ 170,751	$ 218,305	2,643	$ 82.59	$ 29,390	$ 600	$ 437,963	49.8%
$ 17.10				$ 2,131	$ 6,406	265	$ 24.17			$ 202,1[illegible]	3.2%
	945			$ 1,610	$ 1,610	375	$ 4.29			$ 28,517	5.6%
					$ 98,528	2,026	$ 48.63			$ 305,666	32.2%
$ 14.93	1,787	1,104	61.7%	$ 300	$ 17,049	1,122	$ 15.19	$ 11,669	$ 272	$ 41,014	41.5%
$ 50.29				$ 930	$ 10,334					$ 202,420	5.1%
$ 14.86				$ 10	$ 6,505	438	$ 14.82	$ 3,177	$ 190	$ 640,375	1.0%
					$ 167,946	735	$ 228.50	$ 19,115		$ 476,742	35.2%
$ 12.54					$ 17,296	1,379	$ 12.40			$ 77,237	22.4%
$ 13.49	1,311	415	31.6%	$ 1,850	$ 9,256	549	$ 16.85	$ 3,239	$ 30	$ 124,595	7.4%
$ 69.39				$ 16,077	$ 121,418	1,518	$ 79.98	$ 257,492	$ 5,581	$ 564,258	21.5%
$ 5.73				$ 3,037	$ 3,438	70	$ 48.65			$ 13,972	24.6%
					$ 200,358	1,333	$ 150.30	$ 13,342		$ 1,100,494	18.2%
					$ 62,000	986	$ 62.88			$ 256,776	24.1%
$ 13.19	1,282	98	7.6%	$ 105,833	$ 107,416	230	$ 467.00		$ 20	$ 212,245	50.6%
$ 12.71				$ 7,963	$ 19,363	915	$ 21.16	$ 1,200		$ 34,119	56.7%
$ 50.24					$ 13,013	259	$ 50.24				
$ 12.12				$ 51,092	$ 57,962	670	$ 86.51	$ 15,270	$ 120	$ 237,665	24.4%
$ 7.74	3,571	942	26.4%	$ 3,206	$ 10,533	947	$ 11.12		$ 15	$ 28,077	37.5%
$ 10.48				$ 625	$ 2,585	187	$ 13.83	$ 7,534	$ 33	$ 10,152	25.5%
$ 29.96	3,972	1,745	43.9%	$ 30,191	$ 106,510	2,567	$ 41.49	$ 226,019	$ 160	$ 524,278	20.3%
$ 15.39				$ 30,151	$ 45,999	1,035	$ 44.44	$ 7,496		$ 116,504	39.5%
$ 16.00					$ 9,664	604	$ 16.00		$ 40	$ 18,164	53.2%
$ 17.69	11,565	8,875	76.8%	$ 506,434	$ 680,157	9,850	$ 69.05	$ 50,276	$ 2,105	$ 979,333	69.3%
$ 11.21				$ 410	$ 6,419	536	$ 11.98		$ 25	$ 89,874	7.1%
$ 11.34	775	35	4.5%	$ 35	$ 432	36	$ 12.00			$ 9,675	4.5%
$ 14.65				$ 4,762	$ 13,536	13,536	$ 1.00	$ 200	$ 177	$ 83,654	16.2%
$ 11.04					$ 6,821	618	$ 11.04		$ 70	$ 59,115	11.5%
$ 20.17	3,492	1,856	53.1%	$ 26,634	$ 65,835	1,943	$ 33.88	$ 25	$ 750	$ 140,756	46.7%
$ 20.39				$ 1,235	$ 12,145	611	$ 19.87	$ 7,337	$ 229	$ 68,143	17.8%
$ 13.91	1,909	400	20.9%	$ 1,083	$ 6,911	433	$ 15.93	$ 11,188	$ 535	$ 27,912	24.7%
$ 16.97	419	139	33.2%	$ 1,260	$ 6,065	185	$ 32.78			$ 8,565	70.8%

PRIVATE WOMEN'S COLLEGES (Continued)

NAME OF INSTITUTION		(1) Year Annual Fund Started	(2) Inst. Fiscal Year Closes	(3) Fund Fiscal Year Closes	(4) No. of Months Active Solic.	(5) Solicitation Methods	(6) Purposes of Fund	(7) Estimate Total Living Alumni	(8) Alumni Solic. Through Fund	(9) No. of Alumni Donors to Fund	(10) Effectiveness of Solicitation	(11) Alumni Gifts to Annual Fund
NAZARETH COL ROCHESTER	N Y	1957	6-30	3-01	1	MP	U	1,800	1,500	572	38.1%	$ 6,282
COL OF NEW ROCHELLE	N Y	1949	6-30	6-30	7	AM	S	6,371	2,957	685	23.2%	$ 28,909
COL OF NOTRE DAME	CAL	1957	6-30		3	AM	C	900	750	216	28.8%	$ 11,413
NOTRE DAME COL	OHIO	1959	6-30	6-30	10	M	USCA	1,172	1,172	349	29.8%	$ 3,704
COL OF NOTRE DAME OF MD	MD	1955	8-31	12-31	12	M	UA	2,300	2,100	677	32.2%	$ 5,794
NOTRE DAME COL STATEN IS	N Y	1935	6-30		7	M	S	1,191	950	330	34.7%	$ 3,590
OUR LADY OF CINCINNATI COL	OHIO	1955	6-30	6-30	4	P	C	1,075	774	546	70.5%	$ 10,709
COL OF OUR LADY OF ELMS	MASS	1959	6-30	6-30	2	AM	C	1,633	1,294	417	32.2%	$ 3,442
OUR LADY OF THE LAKE COL	TEX	1958	8-31	4-01	12	M	AUS	5,500	1,800	194	10.8%	$ 2,204
*PEMBROKE COL	R I	1930	6-30	6-30	9	AM	UFSCAX	6,400	4,170	2,130	51.1%	$ 28,007
QUEENS COL	N C	1948	6-30	6-15	6	AM	U	5,500	5,500	487	8.9%	$ 5,338
RADCLIFFE COL	MASS	1928	6-30	6-30	Alumnae Fund Merged with Capital Campaign							
RANDOLPH MACON WOMANS COL	VA	1929	6-30	6-30	9	AM	UFSC	11,300	11,000	2,774	25.2%	$ 85,026
REGIS COL	MASS	1947	6-30	6-30	9	AM	SCA	3,982	2,744	1,476	53.8%	$ 18,706
ROSARY COL	ILL	1947	6-30	6-30	5	A	SCA	4,168	4,016	1,222	30.4%	$ 8,578
ROSARY HILL COL	N Y	1957	6-30	6-30	8	AMP	U	310	310	207	66.8%	$ 2,783
ROSEMONT COL	PA	1954	6-30	6-30	8	AMP	USA	2,240	2,008	1,088	54.2%	$ 11,792
RUSSELL SAGE COL	N Y	1943	6-30	6-30	10	AMP	USA	4,810	4,492	1,784	39.7%	$ 14,169
COL OF ST BENEDICT	MINN	1954	6-30	10-31	12	MT	CSX	3,675	2,825	442	15.6%	$ 9,475
COL OF ST CATHERINE	MINN	1951	6-30	6-30	9	MPT	FA	5,784	4,085	2,203	53.9%	$ 14,164
*COL OF ST ELIZABETH	N J	1952	6-30	6-30	9	AMP	USC	3,758	3,447	1,302	37.8%	$ 88,812
COL OF ST FRANCIS	ILL	1945	6-30	6-30	5	M	SC	950	950	172	18.1%	$ 7,315
ST FRANCIS COL	IND		6-30		Alumnae Gifts Merged with Capital Campaign							
ST JOSEPH COL	CONN	1940	8-30	6-30	4	M	A	2,175	1,630	238	14.6%	$ 563
ST JOSEPH COL	MD		6-30	7-31	12	AM	X	1,725	1,500	450	30.0%	$ 10,921
ST MARY OF THE WOODS COL	IND	1949	6-30	6-30	7	AM	US	4,550	2,702	1,494	55.3%	$ 41,353
ST MARYS DOMINICAN COL	LA	1954	6-30	12-31	9	PM	C	2,000	1,500	438	29.2%	$ 10,397
COL OF ST ROSE	N Y	1954	6-30	7-15	10	AMP	U	2,441	2,387	438	18.3%	$ 4,840
COL OF ST SCHOLASTICA	MINN	1959	6-30	6-30	1	M	S	2,250	1,450	175	12.1%	$ 1,433
COL OF ST TERESA	MINN	1956	6-30	6-30	Alumnae Fund Merged with Capital Campaign							
COL OF ST TERESA	MO	1959	6-30	6-30	2	A	UF	1,850	1,647	488	29.6%	$ 3,819
SALEM COL	N C	1942	6-30	6-30	5	AM	SAX	4,600	4,200	1,069	25.5%	$ 10,346
SALVE REGINA COL	R I	1959	6-30	6-30	1	MPT	U	385	341	172	50.4%	$ 1,095
SAN FRANCISCO COL WOMEN	CAL	1953	6-30	12-30	10	M	C	13,075	2,300	359	15.6%	$ 4,526
SARAH LAWRENCE COL	N Y	1948	6-30		Alumnae Fund Merged with Capital Campaign							
SCRIPPS COL	CAL	1947	6-30	6-30	6	M	ASU	2,412	2,155	595	27.6%	$ 9,129
SIENA COL	TENN	1957	6-30	6-30	3	M	SU	800	450	104	23.1%	$ 730
SIENA HEIGHTS COL	MICH	1958	7-31	11-01	9	M	U	1,050	850	238	28.0%	$ 3,520
SIMMONS COL	MASS	1930	6-30	6-30	12	AMP	UC	15,788	14,377	4,234	29.4%	$ 50,360
SKIDMORE COL	N Y	1932	6-30	6-30	8	AM	UAS	9,670	6,987	2,514	36.0%	$ 48,568
SMITH COL	MASS	1927	6-30	6-30	9	AP	F	30,894	27,738	14,918	53.8%	$ 604,455
SWEET BRIAR COL	VA	1933	6-30	6-30	8	AMPT	F	8,038	6,436	2,873	44.6%	$ 165,272
*TRINITY COL	D C	1943	6-30	6-30	3	AMP	UCA	4,300	3,962	1,951	49.2%	$ 104,028
URSULINE COL	KY		6-30									
URSULINE COL	OHIO		6-30	6-30								
*VASSAR COL	N Y	1918	6-30	6-30	9	A	U	18,762	18,456	11,006	59.6%	$ 825,433
VILLA MARIA COL	PA	1960	8-31	8-31	1	M	X	1,000	500	170	34.0%	$ 3,000
VITERBO COL	WIS	1934	5-31	12-31	12	A	S	146	126	21	16.7%	$ 499
WEBSTER COL	MO	1959	5-31	12-31	12	AMP	U	5,000	1,250	290	23.2%	$ 6,039
WELLESLEY COL	MASS	1927	6-30	6-30	9	AMPT	UFSCAX	24,287	23,299	14,542	62.4%	$ 948,068
WELLS COL	N Y	1939	6-30	12-31	5	AM	UA	4,450	4,094	2,035	49.7%	$ 37,859
WESLEYAN COL	GA	1927	7-31	8-31	12	MT	S	9,000	7,200	1,018	14.1%	$ 14,000
WESTERN COL FOR WOMEN	OHIO		6-30	6-30	4	AP	UF	8,300	5,900	2,075	35.2%	$ 47,241
WESTHAMPTON COL	VA	1936	6-30	6-30	4	AM	CA	4,000	3,000	1,007	33.6%	$ 41,364
WHEATON COL	MASS	1956	6-30		Alumnae Fund Merged with Capital Campaign							
*WILLIAM SMITH COL	N Y	1948	6-30	6-30	Alumnae Fund Merged with Capital Campaign							
WILSON COL	PA	1950	6-30	6-30	3	AM	UA	5,250	5,200	2,903	55.8%	$ 61,929
TOTALS								445,187	362,853	140 289	38.7%	$ 4,857,273

PRIVATE WOMEN'S COLLEGES (Continued)

(12) Average Alumni Gift to Fund	(13) Living Graduates	(14) Graduate Donors	(15) Percent of Graduates Giving	(16) Alumni Giving Not Credited to Fund	(17) Total of All Alumni Giving	(18) Total Alumni Donors to All Purposes	(19) Average Alumni Gift through All Channels	(20) Total Non-Alumni Parent Giving	(21) Total Gifts Eligible for Matching by Corporations	(22) Total Gift Support to Institution All Sources	(23) Alumni Gifts as Percent of Total Support
$ 10.98	1,760	558	31.7%	$ 36,134	$ 42,416	750	$ 56.55			$ 56,411	75.2%
$ 42.20				$ 95,992	$ 124,901	2,512	$ 49.68	$ 27,105	$ 1,330	$ 377,677	33.1%
$ 52.84				$ 6,149	$ 17,562	225	$ 78.05			$ 135,411	13.0%
$ 10.61				$ 2,710	$ 6,414	349	$ 18.37		$ 100	$ 17,782	36.1%
$ 8.56				$ 18,909	$ 24,703	734	$ 33.65	$ 9,574	$ 200	$ 184,003	13.4%
$ 10.88	1,191	330	27.7%		$ 3,590	330	$ 10.88		$ 200	$ 7,209	49.8%
$ 19.61				$ 1,560	$ 12,269	619	$ 19.82	$ 2,947	$ 60	$ 94,400	14.5%
$ 8.25				$ 1,355	$ 4,797	437	$ 10.98			$ 13,940	34.4%
$ 11.36				$ 3,494	$ 5,696	264	$ 21.58			$ 96,596	5.9%
$ 13.15	5,345	2,845	53.2		*$ 28,007			$ 5,091			
$ 10.96				$ 1,195	$ 6,533	495	$ 13.20			$ 560,947	1.2%
					$ 275,342	3,674	$ 74.94			$ 1,293,073	21.3%
$ 30.65	5,436	2,379	43.8%		$ 85,026	2,774	$ 30.65	$ 24,265	$ 1,252	$ 511,324	16.6%
$ 12.67	2,988	1,465	49.0%	$ 6,100	$ 24,806	1,636	$ 15.16	$ 5,415	$ 338	$ 80,750	30.7%
$ 7.02				$ 15,129	$ 23,707	1,614	$ 14.68	$ 83,292	$ 43	$ 106,999	22.2%
$ 13.44	310	207	66.7%		$ 2,783	207	$ 13.44		$ 15	$ 152,131	1.8%
$ 10.84	1,549	908	58.6%	$ 14,164	$ 25,956	1,089	$ 23.83	$ 35,050	$ 255	$ 70,118	37.0%
$ 7.94	4,201	1,696	40.4%	$ 5,483	$ 19,652	1,786	$ 11.00		$ 63	$ 115,935	17.0%
$ 21.44				$ 3,513	$ 12,988	537	$ 24.19		$ 130	$ 89,849	14.4%
$ 6.43				$ 760	$ 14,924	2,210	$ 6.75	$ 35,968		$ 169,034	8.8%
$ 68.21				$ 76,702	$ 165,514	1,521	$ 108.82		$ 1,747	$ 211,919	78.1%
$ 42.53	950			$ 2,619	$ 9,934	510	$ 19.48	$ 645	$ 75	$ 39,482	25.2%
					$ 4,535	104	$ 43.80			$ 184,005	2.5%
$ 2.37	2,090	230	11.0%	$ 49,030	$ 49,593	731	$ 67.84	$ 500	$ 395	$ 63,530	78.1%
$ 24.27				$ 8,117	$ 19,038	725	$ 26.25		$ 60	$ 105,210	18.1%
$ 27.68	1,660	1,124	67.7%		$ 41,353	1,494	$ 27.68	$ 7,430	$ 320	$ 62,757	65.9%
$ 23.74				$ 6,472	$ 16,869	444	$ 37.99	$ 1,444	$ 60	$ 51,802	32.6%
$ 11.05				$ 1,652	$ 6,492	2,390	$ 2.71	$ 1,732	$ 120	$ 42,166	15.4%
$ 8.19				$ 200	$ 1,633	175	$ 9.33		$ 50	$ 40,079	4.1%
					$ 26,883	1,195	$ 22.50	$ 2,985		$ 178,272	15.8%
$ 7.83	1,750	461	26.4%	$ 6,753	$ 10,572	553	$ 19.12			$ 32,774	32.3%
$ 9.68		783		$ 13,200	$ 23,546	1,116	$ 21.10	$ 350	$ 75	$ 197,821	11.9%
$ 6.37				$ 800	$ 1,895	200	$ 9.48			$ 12,867	14.7%
$ 12.61				$ 26,058	$ 30,584	475	$ 64.38	$ 86,948		$ 117,532	26.0%
					$ 74,850	720	$ 103.96	$ 35,187	$ 175	$ 216,680	34.5%
$ 15.34	979	437	44.6%	$ 14,234	$ 23,363	604	$ 38.68			$ 195,989	11.9%
$ 7.02	400	90	22.5%	$ 1,000	$ 1,730	105	$ 16.48			$ 28,500	6.1%
$ 14.79				$ 2,000	$ 5,520	238	$ 23.19		$ 75	$ 36,610	15.1%
$ 11.89				$ 108,746	$ 159,106	5,028	$ 31.64		$ 2,612	$ 239,344	66.5%
$ 19.32				$ 20,396	$ 68,964	2,517	$ 27.40	$ 19,898	$ 485	$ 202,022	34.1%
$ 40.52	21,941	12,959	59.1%	$ 1,189,622	$ 1,794,077	17,050	$ 105.22	$ 176,799		$ 2,765,506	64.9%
$ 57.53	2,843	1,805	63.5%		$ 165,272	2,873	$ 57.52	$ 75,214	$ 593	$ 435,211	37.9%
$ 53.32	4,000	1,850	46.2%	$ 9,271	$ 113,299	1,951	$ 58.07	$ 19,061	$ 1,121	$ 167,220	67.7%
				$ 2,103	$ 2,103			$ 306	$ 230	$ 68,366	3.1%
				$ 6,172	$ 6,172					$ 38,854	15.9%
$ 75.00	14,085	9,647	68.5%	$ 2,927,375	$ 3,752,808	11,020	$ 340.55	$ 69,605	$ 3,748	$ 4,252,131	88.3%
$ 17.65				$ 330	$ 3,300	300	$ 11.00	$ 3,281	$ 100	$ 23,781	13.8%
$ 23.76	122	16	13.1%		$ 499	21	$ 23.76	$ 500		$ 14,887	3.4%
$ 20.82				$ 500	$ 6,539	290	$ 22.55	$ 10,000		$ 84,226	7.8%
$ 65.20	17,141	12,376	73.0%	$ 1,094,704	$ 2,042,772	14,670	$ 139.24	$ 20,551	$ 5,739	$ 2,713,274	75.2%
$ 18.60	2,520	1,658	65.8%	$ 169,010	$ 206,869	2,110	$ 98.04	$ 14,453	$ 2,054	$ 354,467	58.4%
$ 13.75				$ 26,765	$ 40,765	1,025	$ 39.77			$ 253,253	16.1%
$ 22.77	2,250	1,242	55.2%		$ 47,241	2,075	$ 23.25	$ 4,210	$ 145	$ 202,502	23.3%
$ 41.08					$ 41,364	1,007	$ 41.08				
					$ 538,262	2,309	$ 233.11	$ 104,392	$ 1,000	$ 767,090	70.1%
					$ 50,419	403	$ 125.11				
$ 21.33	3,775	2,600	68.8%	$ 82,595	$ 144,524	2,933	$ 49.27	$ 3,675	$ 420	$ 246,299	58.7%
$ 34.62	*	*	*	$ 7,487,538	$15,384,966	183,239	$ 83.58	$ 1,933,791	$ 48,270	$ 34,224,903	44.7%

* Because less than one-half of the Private Women's Colleges reporting gave statistics on graduate giving, the totals for these columns are not presented with the other totals. They are recorded here with the reservation that they represent only a portion of the possible total.

Living Graduates	149,351
Graduate Donors	81,114
Percent of Graduates Giving	54.6%

SMALL COEDUCATIONAL COLLEGES

The cut-off point between Small and Large Coeducational Colleges is 750 students and many of the small ones are very small indeed. Only six of the 117 listed in the 1959-1960 survey have alumni bodies numbering over 10,000. In addition, many of these colleges are church-related, with alumni contributing to the college indirectly through the church, so that exact figures for alumni giving are difficult to ascertain. It is not surprising, then, that the recorded figures of $4,101,379 from 76,946 alumni of Small Coeducational Colleges rank sixth among the ten categories, and that other statistics for the category are also very near the middle mark.

The real test of improvement, of course, is a comparison of the records of the ninety-eight small colleges which reported to both the 1958-1959 and 1959-1960 surveys. These colleges reported $3,374,720 in alumni gifts to last year's report and $3,536,656 to this report. The gain of $161,936 is small but in the right direction.

The leading institutions in this category are listed below, followed by the line-by-line statistics for each institution.

NUMBER OF ALUMNI DONORS TO THE FUND

Erskine College	2,373
Eastern Mennonite College	2,157
Wiley College	2,000
Bethel College (Kans.)	1,757
Western Maryland College	1,711
Texas Lutheran College	1,552
Simpson College	1,512
Salem College (W. Va.)	1,456
Roanoke College	1,453
Hiram College	1,442

EFFECTIVENESS OF SOLICITATION

Upland College	59.4%
Stonehill College	57.0
Erskine College	51.6
National College	50.0
George Williams College	43.3
University of St. Thomas	41.7
Villa Madonna College	40.2
Kansas Wesleyan University	38.8
Texas Lutheran College	37.7
Bethel College (Kans.)	37.4

ALUMNI GIFTS TO THE ANNUAL FUND

Eastern Mennonite College	$131,565
Illinois College	114,158
Erskine College	90,671
The Principia	77,266
Doane College	58,158
Tarkio College	55,382
Texas Lutheran College	54,642
Monmouth College (Ill.)	54,453
Hiram College	53,190
Centre College of Kentucky	47,000

AVERAGE ALUMNI GIFT TO THE FUND

Tarkio College	$185.22
Illinois College	153.02
Doane College	83.44
The Principia	78.20
Emory and Henry College	76.99
Arkansas College	66.75
Yankton College	66.65
Dakota Wesleyan University	61.48
Eastern Mennonite College	60.99
Ashland College	59.89

TOTAL ALUMNI GIVING

Kalamazoo College	$293,898
The Principia	182,897
Hendrix College	178,086
Southwestern College (Kans.)	142,382
Eastern Mennonite College	131,565
Gordon College	131,433
Illinois College	123,069
Hiram College	115,103

McPherson College	110,446
Erskine College	90,671

TOTAL ALUMNI DONORS

Wiley College	2,990
Erskine College	2,373
Eastern Mennonite College	2,157
Bethel College (Kans.)	1,757
Western Maryland College	1,728
Kalamazoo College	1,576
Hiram College	1,525
Simpson College	1,515
Roanoke College	1,468
Salem College (W. Va.)	1,456

AVERAGE ALUMNI GIFT THROUGH ALL CHANNELS

Hendrix College	$1,402.25
Southwestern College (Kans.)	278.09
Sioux Falls College	250.46
Kalamazoo College	186.48
Tarkio College	169.90
Illinois College	164.53
The Principia	147.11
Gordon College	145.06
McPherson College	144.00
Bethany College (Kans.)	141.71

NON-ALUMNI PARENT GIVING

University of St. Thomas	$354,673
National College	87,629
Upland College	51,658
Dakota Wesleyan University	13,990
Villa Madonna College	13,000
La Verne College	12,026
Nasson College	10,000
Culver Stockton College	10,000
Washington College	9,014
Illinois College	8,543

GIFTS ELIGIBLE FOR MATCHING BY CORPORATIONS

Bishop College	$140,626
Franklin College	22,415
Le Moyne College (Tenn.)	15,000
Wiley College	10,000
Claflin College	8,465
Stonehill College	5,000
Alma College	2,251
Park College	2,160
Southwestern University (Tex.)	1,944
Hiram College	1,377

TOTAL GIFT SUPPORT FROM ALL SOURCES

The Principia	$3,295,816
Kalamazoo College	1,206,336
Bishop College	933,626
Bethany College (W. Va.)	744,434
Hiram College	670,192
Hendrix College	639,083
Southwestern College	551,498
Park College	430,787
Illinois College	421,184
Wayland Baptist College	414,813

SUPPLEMENTARY NOTES
SMALL COEDUCATIONAL COLLEGES

BISHOP COLLEGE—
Column 18 does not include alumni who contributed to church funds donated to the college.

EASTERN MENNONITE COLLEGE—
The Alumni Fund is joined with the capital campaign.

EUREKA COLLEGE—
Alumni appeals are merged with the development program.

MC PHERSON COLLEGE—
There is no alumni fund as such; alumni are encouraged to give to current college needs such as this year's "crisis campaign" to make the college eligible for a government loan.

NASSON COLLEGE—
The report reflects only a half year of the first fund campaign.

SOUTHWESTERN COLLEGE, KANSAS—
No record is available of the many alumni gifts made to capital campaigns and channeled through other offices.

STONEHILL COLLEGE—
Since payments on pledges to the three-year capital campaign are still being received from 125 alumni, all alumni were asked to contribute $2 to start an alumni fund so that it will have been in progress by the time all have finished payment of the pledges. Not included in the report is an indication of the $125,000 of insurance which the 1960 graduates bought through the alumni office, the annual interest on the premiums of which will accrue to the alumni fund and from which no returns have been received yet.

TEXAS COLLEGE—
These figures do not include funds received through the United Negro College Fund.

SMALL COEDUCATIONAL COLLEGES

NAME OF INSTITUTION		(1) Year Annual Fund Started	(2) Inst. Fiscal Year Closes	(3) Fund Fiscal Year Closes	(4) No. of Months Active Solic.	(5) Solicitation Methods	(6) Purposes of Fund	(7) Estimate Total Living Alumni	(8) Alumni Solic. Through Fund	(9) No. of Alumni Donors to Fund	(10) Effectiveness of Solicitation	(11) Alumni Gifts to Annual Fund
ALMA COL	MICH	1950	6-30	6-30	8	AMP	U	8,600	5,200	661	12.7%	$ 15,182
ARK COL	ARK	1953	8-31	8-31	12	MP	SC	3,300	3,000	503	16.8%	$ 33,575
ASHLAND COL	OHIO	1948	6-10	6-10	9	MP	UCA	4,634	4,450	548	12.3%	$ 32,822
BARD COL	N Y		6-30	6-30	4	MPT	UFS	2,500	2,100	248	11.8%	$ 11,018
BELHAVEN COL	MISS	1957	6-30	6-30	5	AM	U	4,850	3,035	154	5.1%	$ 4,358
BERRY COL	GA	1946	6-30	12-31	6	MPA	AUC	12,000	6,200	1,339	21.6%	$ 12,516
BETHANY COL	KANS	1954	7-31	7-31	12	M	U	4,000	3,100	377	12.2%	$ 6,652
BETHANY COL	W VA	1954	8-31	8-31	4	AM	U	6,000	5,060	875	17.2%	$ 20,927
BETHEL COL	KANS				12	MP	U	4,700	4,700	1,757	37.4%	
BETHEL COL	TENN							9,000				
*BISHOP COL	TEX	1956	5-31	5-31	6	AMP	USC	2,400	1,700	511	30.1%	$ 8,812
BLUFFTON COL	OHIO		8-31	12-31	12	MP	CUF	2,900	2,600	Alumni Fund Merged with Capital Campaign		
BRIDGEWATER COL	VA	1944	6-30	6-30	12	MP	C	8,100	5,400	1,066	19.7%	$ 38,517
CENTRAL COL	IOWA	1956	8-31	8-31	4	MP	FX	3,900	3,900	1,042	26.7%	$ 18,320
CENTRE COL OF KY	KY	1941	7-31	7-31	7	AM	U	5,500	5,200	1,100	21.2%	$ 47,000
COL OF CHARLESTON	S C	1958	5-31	5-31	5	M	U	6,254	3,404	474	13.9%	$ 12,672
CLAFLIN COL	S C	1956	5-30	5-30	9	M	FSC	3,000	1,600	300	18.8%	$ 8,465
CULVER STOCKTON COL	MO	1950	8-31	8-31	9	AMP	UF	4,600	4,600	825	17.9%	$ 15,086
DAKOTA WESLEYAN UNIV	S D	1953	8-31	8-31	12	MP	USC	7,600	5,500	286	5.2%	$ 17,583
DAVIS & ELKINS COL	W VA	1956	6-30	6-30	3	AMPT	U	6,100	3,295	550	16.7%	$ 20,154
DEFIANCE COL	OHIO	1945	6-30	6-30	12	MP	CA	6,290	3,200	628	19.6%	$ 12,272
DOANE COL	NEBR	1948	6-30	6-30	12	AMP	US	4,700	4,700	697	14.8%	$ 58,158
DREW UNIV	N J	1948	6-30	12-31	6	MP	US	1,527	1,411	487	34.5%	$ 6,104
EASTERN BAPTIST COL	PA		5-31	5-31	9	AMP	UAF	334	334	69	20.7%	$ 1,348
*EASTERN MENNONITE COL	VA	1955	6-15	6-15		MP	C	7,148	7,148	2,157	30.2%	$ 131,565
EMERSON COL	MASS	1950	6-30	6-30	5	AMT	A	7,409	4,000	740	18.5%	$ 11,267
EMORY & HENRY COL	VA	1953	6-30	8-31	4	AMP	UFC	5,200	3,300	170	5.2%	$ 13,089
ERSKINE COL	S C	1938	6-30	6-30	6	AMPT	UF	6,247	4,600	2,373	51.6%	$ 90,671
*EUREKA COL	ILL	1954	6-30	6-30	12	PM		4,946	3,455	495	14.3%	
FINDLAY COL	OHIO	1948	9-01	8-31	12	MP	C	3,500	3,231	1,004	31.1%	$ 23,393
FISK UNIV	TENN	1948	6-30	6-30	6	MP	U	4,319	4,000	716	17.9%	$ 12,355
FRANKLIN COL OF IND	IND	1949	6-30	6-30	8	AM	U	5,666	5,143	583	11.3%	$ 22,415
FRIENDS UNIV	KANS	1938	7-31	7-31	2	MT	UF	5,115	5,104	760	14.9%	$ 30,808
GEORGE FOX COL	OREG		6-30			M	CX	2,000	No Annual Fund Drive This Year			
GEORGE WILLIAMS COL	ILL	1940	8-31	8-31	8	MPT	U	3,000	2,000	866	43.3%	$ 14,833
GODDARD COL	VT	1951	6-30	6-30	7	M	U	656	568	58	10.2%	$ 1,986
GORDON COL	MASS	1949	6-30	6-30	12	AM	USCAX	2,900	2,600	904	34.8%	$ 30,011
COL OF GREAT FALLS	MONT	1958	6-30	6-30	12	M	UC	1,700	594	44	7.4%	$ 4,280
GUILFORD COL	N C	1947	6-01	6-01	10	MAP	AC	7,000	4,500	1,003	22.3%	$ 17,270
HARTWICK COL	N Y	1952	6-30	6-30	8	AMPT	U	2,760	2,760	653	23.7%	$ 8,848
HENDRIX COL	ARK		7-31	7-31	12	P	USC	8,000		111		$ 25,724
HILLSDALE COL	MICH	1956	6-30	6-30	12	MP	UFSA	11,500	6,000	780	13.0%	$ 25,000
HIRAM COL	OHIO	1936	6-30	6-30	9	MP	U	6,300	5,061	1,442	28.5%	$ 53,190
HUNTINGTON COL	IND	1956	7-31	12-31	12	AM	C	2,000	1,200	407	33.9%	$ 11,345
ILLINOIS COL	ILL	1912	6-30	6-30	8	AMP	UC	6,000	4,750	746	15.7%	$ 114,158
IOWA WESLEYAN COL	IOWA	1952	7-31	7-31	9	AMP	F	6,000	6,000	1,050	17.5%	$ 30,000
JAMESTOWN COL	N D	1954	6-30	6-30	5	A	U	4,350	3,332	722	21.7%	$ 15,540
KALAMAZOO COL	MICH	1939	6-30	6-30	3	AMP	U	3,900	3,700	1,333	36.0%	$ 33,818
KANSAS WESLEYAN UNIV	KANS	1950	6-30	6-30	4	AMP	UFS	4,500	3,349	1,300	38.8%	$ 24,907
KENTUCKY WESLEYAN COL	KY	1937	6-30	6-30	12	AM	U	5,300	1,900	352	18.5%	$ 3,851
KINGS COL	N Y	1942	6-30	9-30	6	AMP	FX	1,768	1,667	420	25.2%	$ 16,456
KNOXVILLE COL	TENN	1945	6-30	9-30	12	AM	U	8,000	1,000	227	22.7%	$ 6,473
LAKELAND COL	WIS	1957	6-30	6-30	5	M	UC	2,000	2,000	221	11.1%	$ 4,304
LANDER COL	S C	1954	6-30	6-30	1	MP	SC	3,500	2,506	610	24.3%	$ 4,230
LA VERNE COL	CAL		6-30	6-30	12	MPT	UC	2,807	2,000	324	16.2%	$ 10,953
LE MOYNE COL	TENN	1959	5-31	5-31	6	MP	C	1,400	1,400	154	11.0%	$ 5,000
MARIAN COL INDIANAPOLIS	IND	1958	8-31	5-31	12	AMP	USC	936	785	90	11.5%	$ 1,787
*MCPHERSON COL	KANS	1949	6-30	6-30	5	AMP	CXUF	4,750	3,550	767	21.6%	

(12) Average Alumni Gift to Fund	(13) Living Graduates	(14) Graduate Donors	(15) Percent of Graduates Giving	(16) Alumni Giving Not Credited to Fund	(17) Total of All Alumni Giving	(18) Total Alumni Donors to All Purposes	(19) Average Alumni Gift through All Channels	(20) Total Non-Alumni Parent Giving	(21) Total Gifts Eligible for Matching by Corporations	(22) Total Gift Support to Institution All Sources	(23) Alumni Gifts as Percent of Total Support
$ 22.97				$ 30,174	$ 45,356	713	$ 63.61		$ 2,251	$ 307,335	14.8%
$ 66.75				$ 7,150	$ 40,725	509	$ 80.01	$ 6,400		$ 200,960	20.3%
$ 59.89	3,243			$ 4,629	$ 37,451	685	$ 54.67	$ 1,550	$ 110	$ 244,789	15.3%
$ 44.43					$ 11,018	248	$ 44.43	$ 5,763	$ 45	$ 85,776	12.8%
$ 28.30				$ 1,895	$ 6,253	160	$ 39.00		$ 25	$ 46,467	13.5%
$ 9.35					$ 12,516	1,339	$ 9.35		$ 40	$ 188,690	6.6%
$ 17.64				$ 62,362	$ 69,014	487	$ 141.71		$ 100	$ 291,544	23.7%
$ 23.89				$ 46,686	$ 67,613	1,025	$ 65.96	$ 1,257		$ 744,434	9.1%
	1,500	847	56.5%		$ 41,105	1,757	$ 23.40			$ 89,068	46.1%
	5,000	300	6.0%		$ 6,000	375	$ 16.00			$ 80,000	7.5%
$ 17.24				$ 28,783	$ 36,595	675	$ 54.20	$ 500	$ 140,626	$ 933,626	3.9%
					$ 33,033	728	$ 45.37			$ 167,001	19.8%
$ 36.13					$ 38,517	1,066	$ 36.13		$ 160	$ 154,795	24.2%
$ 17.58				$ 11,973	$ 30,293	1,049	$ 28.88			$ 172,482	17.5%
$ 42.73				$ 14,000	$ 61,000	1,200	$ 50.83	$ 200	$ 250	$ 118,300	52.4%
$ 26.73	1,779	345	19.4%	$ 35	$ 12,707	474	$ 26.81	$ 210	$ 100	$ 21,602	58.8%
$ 28.22	3,000	300	10.0%	$ 800	$ 9,265	300	$ 30.88		$ 8,465	$ 23,365	39.7%
$ 18.29				$ 610	$ 15,696	834	$ 18.82	$ 10,000	$ 210	$ 242,771	6.5%
$ 61.48				$ 12,516	$ 30,099	396	$ 76.03	$ 13,990		$ 120,915	24.8%
$ 36.64	2,486	448	18.2%		$ 20,154	550	$ 36.64	$ 8,095	$ 1,163	$ 340,974	5.9%
$ 19.54	1,597	408	25.5%	$ 19,208	$ 31,480	708	$ 44.47		$ 206	$ 132,466	23.8%
$ 83.44					$ 58,158	697	$ 83.44		$ 100	$ 131,959	44.0%
$ 12.53	1,265	445	35.1%		$ 6,104	487	$ 12.53		$ 70	$ 63,760	9.6%
$ 19.54					$ 1,348	69	$ 19.68	$ 1,450		$ 97,900	1.4%
$ 60.99	2,727				$ 131,565	2,157	$ 60.99			$ 351,733	37.4%
$ 15.23	3,381	500	12.5%	$ 2,285	$ 13,552	748	$ 18.12	$ 150	$ 290	$ 66,337	20.4%
$ 76.99					$ 13,089	170	$ 76.99		$ 211	$ 234,409	5.6%
$ 38.21	3,159	1,562	49.4%		$ 90,671	2,373	$ 38.21	$ 3,351	$ 275	$ 210,050	43.2%
	1,341				$ 61,729	495	$ 124.72			$ 171,603	36.0%
$ 23.30				$ 5,256	$ 28,649	1,045	$ 27.41			$ 357,996	8.0%
$ 17.26				$ 21,950	$ 34,305	737	$ 46.55	$ 404		$ 272,315	12.6%
$ 38.45				$ 33,303	$ 55,718	756	$ 73.70	$ 978	$ 22,415	$ 207,951	26.8%
$ 40.54	2,610	640	24.5%	$ 1,359	$ 32,167	943	$ 34.11	$ 177		$ 193,068	16.7%
					$ 20,218	231	$ 87.52		$ 195	$ 53,178	38.1%
$ 17.13					$ 14,833	866	$ 17.13		$ 125	$ 220,000	6.7%
$ 34.24	180	33	18.3%		$ 1,986	58	$ 34.24	$ 2,608	$ 10	$ 91,974	2.2%
$ 33.20	2,200			$ 101,422	$ 131,433	906	$ 145.06			$ 256,145	51.3%
$ 97.27	990	44	4.4%		$ 4,280	44	$ 97.27			$ 55,025	7.6%
$ 17.22	2,800	800	28.5%	$ 22,730	$ 40,000	1,280	$ 31.24	$ 1,800	$ 300	$ 41,800	95.7%
$ 13.55	1,805	556	30.8%	$ 16,540	$ 25,387	684	$ 37.10	$ [illegible],531	$ 489	$ 344,000	7.4%
$ 231.75				$ 152,362	$ 178,086	127	$1,402.25			$ 639,083	27.9%
$ 32.05		600		$ 26,000	$ 51,000	780	$ 65.38	$ 4,256	$ 270	$ 312,115	16.3%
$ 36.89	2,972	1,072	36.1%	$ 61,913	$ 115,103	1,525	$ 75.48	$ 2,829	$ 1,377	$ 670,192	17.2%
$ 27.87	839	335	39.9%	$ 8,680	$ 20,025	560	$ 35.77		$ 120	$ 139,417	14.4%
$ 153.02	2,102	512	24.3%	$ 8,911	$ 123,069	748	$ 164.53	$ 8,543	$ 295	$ 421,184	29.2%
$ 28.57	2,328	685	29.4%	$ 53,000	$ 83,000	1,190	$ 69.75	$ 1,000		$ 342,350	24.2%
$ 21.52	1,988	561	28.2%		$ 15,540	722	$ 21.52		$ 125	$ 166,658	9.3%
$ 25.37				$ 260,080	$ 293,898	1,576	$ 186.48	$ 1,569	$ 738	$ 1,206,336	24.4%
$ 19.16				$ 2,952	$ 27,860	1,316	$ 21.17		$ 500	$ 342,327	8.1%
$ 10.94				$ 18,348	$ 22,199	384	$ 57.81	$ 300		$ 50,489	44.0%
$ 39.18	620	286	46.1%		$ 16,456	420	$ 39.18			$ 48,024	34.3%
$ 28.52	1,600	200	12.5%	$ 6,800	$ 13,273	627	$ 21.00			$ 84,387	15.7%
$ 19.48				$ 894	$ 5,198					$ 181,000	2.9%
$ 6.93					$ 4,230	610	$ 6.93			$ 37,242	11.3%
$ 33.81					$ 10,953	324	$ 33.80	$ 12,026		$ 185,614	5.4%
$ 32.47				$ 3,000	$ 8,000	250	$ 32.00		$ 15,000	$ 177,939	4.5%
$ 19.86	448			$ 155	$ 1,942	94	$ 20.66			$ 33,109	5.8%
					$ 110,446	767	$ 144.00		$ 150	$ 266,854	41.4%

SMALL COEDUCATIONAL COLLEGES (Continued)

NAME OF INSTITUTION		(1) Year Annual Fund Started	(2) Inst. Fiscal Year Closes	(3) Fund Fiscal Year Closes	(4) No. of Months Active Solic.	(5) Solicitation Methods	(6) Purposes of Fund	(7) Estimate Total Living Alumni	(8) Alumni Solic. Through Fund	(9) No. of Alumni Donors to Fund	(10) Effectiveness of Solicitation	(11) Alumni Gifts to Annual Fund
MESSIAH COL	PA	1958	6-30	6-30	2	M	UFC	3,050	2,400	834	34.8%	$ 17,675
MIDLAND COL	NEBR	1958	6-30	6-30	5	AM	X	4,000	2,600	542	20.8%	$ 16,034
MISSOURI VALLEY COL	MO		6-30	6-30	12	MP	X	2,100	2,100	564	26.9%	$ 24,768
MONMOUTH COL	ILL	1953	6-30	6-30	8	AMP	UFSX	7,300	7,089	1,135	16.0%	$ 54,453
*NASSON COL	ME	1960	6-30	6-30	12	AM	C	1,575	1,575	122	7.7%	$ 2,020
NATIONAL COL	MO	1908	5-31	5-20	5	M	FAXS	1,365	850	425	50.0%	$ 5,095
NEWBERRY COL	S C	1942	6-30	6-30	6	M	AX	4,400	2,900	515	17.8%	$ 6,849
NORTHLAND COL	WIS		6-30		12	M	A	3,000	3,000	543	18.1%	
NORTHWEST CHRISTIAN COL	OREG	1950	6-30	6-30	12	MP	S	2,660	1,330	340	25.6%	$ 1,001
OAKLAND CITY COL	IND	1957	8-31	8-31	Alumni Fund Joined with Three-Year Development Program							
OAKWOOD COL	ALA	1927	6-30	12-31	12	AMP	USA	2,500	1,200	370	30.8%	$ 3,551
OGLETHORPE UNIV	GA	1956	8-31	6-30	4	M	SA	3,500	2,900	352	12.1%	$ 5,320
OLIVET COL	MICH		6-30	6-30	9	AM	U	3,933	3,059	580	19.0%	$ 33,340
OTTAWA UNIV	KANS	1935	6-30	6-30	3	MP	UFS		2,615	752	28.8%	$ 19,318
COL OF THE OZARKS	ARK		8-31	8-31	12	M	U	2,600	2,600	245	9.4%	$ 6,145
PACIFIC UNIV	OREG	1956	6-30	6-30	6	MP	UFS	4,000	2,400	539	22.5%	$ 8,890
PARK COL	MO	1952	6-30	6-30	9	MP	USC	11,231	4,100	1,010	24.6%	$ 29,400
PFEIFFER COL	N C	1956	5-31	5-31	12	MP	USCA	4,900	1,800	129	7.2%	$ 6,460
PIKEVILLE COL	KY	1953	6-30	6-30	12	MP	UFA	6,200	6,200	534	8.6%	$ 14,620
PRESBYTERIAN COL	S C	1947	5-31	12-31	5	AMP	UFS	4,500	3,238	664	20.5%	$ 26,470
PRINCIPIA THE	MO	1942	6-30	6-30	7	M	UFSA	4,500	4,170	988	23.7%	$ 77,266
RIPON COL	WIS	1950	6-30	6-30	6	AMPT	US	6,452	5,837	586	10.0%	$ 14,370
ROANOKE COL	VA	1941	6-30	6-30	8	AMP	F	6,500	5,321	1,453	27.3%	$ 31,624
ROBERTS WESLEYAN COL	N Y	1954	6-30	6-30	12	AM	U	8,000	2,800	651	23.3%	$ 34,267
ROCKY MOUNTAIN COL	MONT		6-30	6-30		M	U	2,000		70		
ST BERNARD COL	ALA	1957	6-30	6-30	12	MP	UC	4,000	1,650	209	12.7%	$ 6,620
COL ST JOSEPH RIO GRANDE	N M		8-31			M	U	660	660	150	22.7%	$ 446
ST PAULS COL	VA	1948	6-30	6-30	4	MPA	S	3,000	1,500	500	33.3%	$ 5,413
UNIV OF ST THOMAS	TEX	1958	6-30	6-30	12	MPT	S	720	600	250	41.7%	$ 1,648
SALEM COL	W VA	1952	6-30	6-30	12	MPT	U	10,175	2,816	1,456	51.7%	$ 16,809
SHIMER COL	ILL	1949	6-30	6-30	1	M	UA	2,900	2,385	243	10.2%	$ 1,488
SHORTER COL	GA	1957		12-31		M	U	2,455	2,299	300	13.0%	$ 6,056
SIMPSON COL	IOWA	1955	6-30	6-30	7	AMT	F	8,000	7,800	1,512	19.4%	$ 30,844
SIOUX FALLS COL	S D	1956	8-31	8-31	12	AMP	U	2,700	2,330	216	9.3%	$ 9,074
*SOUTHWESTERN COL	KANS	1954	6-30	6-30	3	AM	UF	6,000	3,500	309	8.8%	$ 8,995
SOUTHWESTERN AT MEMPHIS	TENN	1940	6-30	12-31	6	AMP	USX	7,022	5,220	989	18.9%	$ 22,464
SOUTHWESTERN UNIV	TEX	1959	6-30	6-30	9	MP	U	8,000	7,000	349	5.0%	$ 10,016
COL OF STEUBENVILLE	OHIO		6-30									
STILLMAN COL	ALA	1956	6-30	6-30	8	AMP	X	3,500	1,500	145	9.7%	$ 800
*STONEHILL COL	MASS	1959	6-30	6-30	9	MP	AX	808	560	319	57.0%	$ 638
SUSQUEHANNA UNIV	PA	1934	6-30	12-01	4	M	C	3,650	3,650	510	14.0%	$ 11,800
TALLADEGA COL	ALA	1953	6-30	11-30	3	AM	S	1,800	1,500	500	33.3%	$ 16,000
TARKIO COL	MO	1957	6-30	6-30	12	M	UFS	3,000	2,100	299	14.2%	$ 55,382
TAYLOR UNIV	IND	1951	6-30	6-30	3	PM	UF	3,000	3,000	984	32.8%	$ 39,313
*TEXAS COL	TEX	1941	5-31	4-01	4	MP	U	15,000	1,500	299	19.9%	$ 722
TEXAS LUTHERAN COL	TEX	1954	6-30	12-31	2	P	U	5,000	4,117	1,552	37.7%	$ 54,642
TRINITY THEOL SEM & COL	ILL		8-31	8-31	12	MP	UA	1,481	1,481	239	16.1%	$ 1,715
UNION COL	KY	1951	5-30	5-30	3	M	S	4,000	2,500	170	6.8%	$ 2,000
UPLAND COL	CAL	1956	6-30	6-30	12	MP	U	1,341	746	443	59.4%	$ 19,630
VILLA MADONNA COL	KY	1955	6-30	12-31	1	PM	U	1,100	1,050	422	40.2%	$ 7,716
WASHINGTON COL	MD	1954	6-30	6-30	7	AMP	U	4,200	3,800	663	17.4%	$ 20,783
WAYLAND BAPTIST COL	TEX	1952	5-31	12-31	12	PM	USC	7,100	2,900	66	2.3%	$ 7,467
WESTERN MARYLAND COL	MD	1947	8-31	8-31	4	AM	U	8,000	6,300	1,711	27.2%	$ 28,327
WESTMAR COL	IOWA	1949	6-30	6-30	12	M	UC	2,350	2,075	377	18.2%	$ 2,799
WESTMONT COL	CAL	1958	6-30	6-30	12	AMP	USA	1,765	1,765	350	19.8%	$ 8,922
WILEY COL	TEX	1949	5-30	3-31	1	MP	U	50,000	18,000	2,000	11.1%	$ 10,000
WILLIAM JENNINGS BRYAN COL	TENN	1945	6-30	10-30	12	MP	CX	1,630	1,420	320	22.5%	$ 6,778
WILMINGTON COL	OHIO	1953	8-31	12-31	12	MP	UFSCA	4,700	3,496	772	22.1%	$ 23,793
YANKTON COL	S D	1952	6-30	6-30	12	M	U	3,770	3,770	491	13.0%	$ 32,725
TOTALS								558,459	363,966	71,137	19.6%	$ 2,111,929

SMALL COEDUCATIONAL COLLEGES (Continued)

(12) Average Alumni Gift to Fund	(13) Living Graduates	(14) Graduate Donors	(15) Percent of Graduates Giving	(16) Alumni Giving Not Credited to Fund	(17) Total of All Alumni Giving	(18) Total Alumni Donors to All Purposes	(19) Average Alumni Gift through All Channels	(20) Total Non-Alumni Parent Giving	(21) Total Gifts Eligible for Matching by Corporations	(22) Total Gift Support to Institution All Sources	(23) Alumni Gifts as Percent of Total Support
$ 21.19	1,467	627	42.7%	$ 32,871	$ 50,547	1,127	$ 44.85		$ 145	$ 91,308	55.4%
$ 29.58	1,590	480	30.1%	$ 11,066	$ 27,100	603	$ 44.94			$ 178,675	15.2%
$ 43.91	2,100	564	26.9%	$ 13,835	$ 38,603	564	$ 68.45			$ 142,648	27.1%
$ 47.98	3,403	889	26.1%		$ 54,453	1,135	$ 47.97	$ 2,745	$ 635	$ 228,130	23.8%
$ 16.56				$ 6,280	$ 8,300	232	$ 35.77	$ 10,000		$ 50,918	16.3%
$ 11.99				$ 169	$ 5,264	425	$ 12.39	$ 87,629		$ 92,893	5.7%
$ 13.30					*$ 6,849						
					$ 11,722	543	$ 21.60		$ 125	$ 330,935	3.5%
$ 2.94	1,351	340	25.2%	$ 12,060	$ 13,061	462	$ 28.27			$ 203,270	6.4%
					$ 14,270	300	$ 47.50			$ 85,069	16.8%
$ 9.60				$ 2,075	$ 5,626	410	$ 13.72			$ 60,626	9.3%
$ 15.11				$ 2,100	$ 7,420	356	$ 20.84		$ 20	$ 67,105	11.1%
$ 57.45				$ 10,377	$ 43,717	598	$ 73.12			$ 299,728	14.6%
$ 25.69				$ 5,272	$ 24,590	752	$ 32.70		$ 50	$ 217,844	11.3%
$ 25.08					$ 6,145	245	$ 25.08	$ 2,400		$ 182,827	3.4%
$ 16.49				$ 1,502	$ 10,392	539	$ 19.28	$ 535	$ 1,035	$ 91,428	11.4%
$ 29.11	3,825			$ 30,130	$ 59,530	1,047	$ 56.85		$ 2,160	$ 430,787	13.8%
$ 50.08					$ 6,460	129	$ 50.07	$ 3,180		$ 186,440	3.5%
$ 27.38	3,850	392	10.2%	$ 23,600	$ 38,220	835	$ 45.77	$ 3,500	$ 20	$ 192,000	19.9%
$ 39.86				$ 8,653	$ 35,123	702	$ 50.03			$ 264,835	13.3%
$ 78.20	1,644	551	33.5%	$ 105,631	$ 182,897	1,250	$ 147.11			$ 3,295,816	5.5%
$ 24.52	3,113	453	14.5%	$ 14,591	$ 28,961	629	$ 46.04		$ 45	$ 288,558	10.0%
$ 21.76				1,750	$ 33,374	1,468	$ 22.73	$ 6,182	$ 325	$ 132,136	25.2%
$ 52.64					$ 34,267	651	$ 52.64		$ 150	$ 114,000	30.1%
	400				$ 2,259	70	$ 32.27		$ 50	$ 195,093	1.2%
$ 31.67				$ 4,766	$ 11,386	261	$ 43.62		$ 25	$ 50,697	22.4%
$ 2.97					$ 446	150	$ 2.91		$ 400	$ 91,235	.5%
$ 10.83					$ 5,413	500	$ 10.83			$ 192,829	2.8%
$ 6.59	338	205	60.7%		$ 1,648	250	$ 6.60	$ 354,673	$ 450	$ 356,771	.5%
$ 11.54	2,875				$ 16,809	1,456	$ 11.54			$ 176,686	9.5%
$ 6.12	100	33	33.3%	$ 490	$ 1,978	248	$ 7.97	$ 2,785	$ 50	$ 137,220	1.4%
$ 20.19	1,603	257	16.0%	$ 75	$ 6,131	305	$ 20.10			$ 130,986	4.7%
$ 20.40	3,650	1,107	30.3%	$ 26,455	$ 57,299	1,515	$ 37.77		$ 125	$ 169,960	33.1%
$ 42.01				$ 50,287	$ 59,361	237	$ 250.46		$ 1,129	$ 267,161	22.2%
$ 29.11	3,824	309	8.1%	$ 133,387	$ 142,382	512	$ 278.09	$ 306	$ 600	$ 551,498	25.8%
$ 22.71	2,452	723	29.4%		$ 22,464	989	$ 22.71			$ 233,191	9.6%
$ 28.70				$ 25,389	$ 35,405	439	$ 80.88		$ 1,944	$ 214,289	16.5%
					$ 1,952	182	$ 10.70		$ 50	$ 161,376	1.2%
$ 6.21	305	50	16.3%	$ 25	$ 925	148	$ 6.24			$ 175,103	.5%
$ 2.00	605	319	52.7%	$ 5,072	$ 5,710	344	$ 16.59	$ 4,204	$ 5,000	$ 105,555	5.4%
$ 23.14				$ 13,758	$ 25,558	585	$ 43.69	$ 250	$ 260	$ 174,253	14.7%
$ 32.00					$ 16,000	500	$ 32.00			$ 164,702	9.7%
$ 185.22	1,550	273	17.6%	$ 23,115	$ 78,497	462	$ 169.90	$ 936	$ 25	$ 146,547	53.5%
$ 39.95					$ 39,313	984	$ 39.85		$ 100	$ 56,028	70.2%
$ 2.41				$ 5,000	$ 5,722	300	$ 19.07			$ 132,972	4.3%
$ 35.21					$ 54,642				$ 175	$ 181,767	30.1%
$ 7.18				$ 7,246	$ 8,961	571	$ 15.69		$ 260	$ 142,403	6.9%
$ 11.76	2,000	160	8.0%	$ 2,000	$ 4,000	175	$ 22.12	$ 250	$ 50	$ 97,000	4.1%
$ 44.31	578			$ 810	$ 20,440	447	$ 45.70	$ 51,658	$ 1,040	$ 73,331	27.8%
$ 18.28	605	353	58.3%		$ 7,716	422	$ 18.28	$ 13,000	$ 375	$ 120,000	6.4%
$ 31.35	2,150	537	25.0%	$ 3,876	$ 24,659	665	$ 37.08	$ 9,014	$ 710	$ 217,961	11.3%
$ 113.12				$ 67	$ 7,534	70	$ 108.14			$ 414,813	1.8%
$ 16.56	4,000	1,532	31.9%	$ 40,568	$ 68,895	1,728	$ 39.86	$ 375	$ 85	$ 148,116	46.8%
$ 7.42				$ 1,461	$ 4,260	404	$ 10.54			$ 59,462	7.2%
$ 25.49	765	265	34.6%	$ 1,276	$ 10,198	369	$ 27.68			$ 308,073	3.3%
$ 5.00	19,000	2,000	10.5%	$ 5,000	$ 15,000	2,990	$ 5.02	$ 2,000	$ 10,000	$ 130,438	11.5%
$ 21.18	600	240	40.0%	$ 1,624	$ 8,402	345	$ 24.35		$ 150	$ 300,969	2.8%
$ 30.82	2,468	516	20.9%		$ 23,793	772	$ 30.82		$ 75	$ 185,720	12.8%
$ 66.65				$ 5,245	$ 37,970	505	$ 75.18	$ 700	$ 200	$ 168,522	22.5%
$ 31.29	*	*	*	$ 1,687,715	$ 4,101,379	76,946	$ 52.44	$ 648,259	$ 224,844	$ 27,093,186	15.1%

* Because less than one-half of the Small Coeducational Colleges reporting gave statistics on graduate giving, the totals for these columns are not presented with the other totals. They are recorded here with the reservation that they represent only a portion of the possible total.

Living Graduates	126,971
Graduate Donors	24,654
Percent of Graduates Giving	22.0%

LARGE COEDUCATIONAL COLLEGES

Although the group of Large Coeducational Colleges comprises the largest category of institutions, it does not necessarily receive the greatest amount of alumni gifts. For although the designation "large" indicates that these colleges have enrollments of at least 750 students, only one-third have more than 10,000 alumni.

The category ranks second in total alumni giving, although its $17,583,303 is only one-fifth as large as the $85 million of Private Universities. The 134 institutions reporting both 1958-1959 and 1959-1960 show slightly decreased total alumni giving; the figure for this survey, $16,938,553, is $229,394 less than the 1958-1959 figure of $17,167,947.

The leading Large Coeducational Colleges in the various areas are listed below, with statistics for each institution in the category on the following pages.

NUMBER OF ALUMNI DONORS TO THE FUND

De Pauw University	6,706
Wheaton College (Ill.)	5,912
Ohio Wesleyan University	5,889
Swarthmore College	5,271
College of Wooster	4,968
Wittenberg University	4,467
Abilene Christian College	4,270
Carleton College	4,258
Pomona College	4,167
St. Lawrence University	3,900

EFFECTIVENESS OF SOLICITATION

Le Moyne College (N.Y.)	64.1%
Swarthmore College	55.6
Fenn College	51.6
Wheaton College (Ill.)	50.0
Reed College	48.9
Willamette University	46.9
Ursinus College	45.7
St. Lawrence University	45.6
Gustavus Adolphus College	44.1
Hamline University	43.3

ALUMNI GIFTS TO THE ANNUAL FUND

Luther College	$634,514
Swarthmore College	202,982
Wheaton College (Ill.)	198,494
Westminster College (Penn.)	198,140
Cornell College	152,324
Dickinson College	144,266
Ohio Wesleyan University	140,728
Wittenberg University	125,604
De Pauw University	111,434
University of Redlands	109,075

AVERAGE ALUMNI GIFT TO THE FUND

University of Chattanooga	$144.97
Waynesburg College	125.61
Niagara University	109.38
Mercer University	93.05
West Virginia Wesleyan College	92.85
Westminster College (Penn.)	86.15
Cornell College	79.34
Augsburg College and Theological Seminary	70.63
Muskingum College	67.13
De Paul University	63.66

GRADUATE DONORS

De Pauw University	5,490
Ohio Wesleyan University	5,065
College of Wooster	4,194
Wittenberg University	3,530
Pomona College	3,500

PERCENT OF GRADUATES GIVING

College of Wooster	53.8%
Reed College	53.3
Gustavus Adolphus College	50.7
Fenn College	49.5
Wittenberg University	47.8

TOTAL ALUMNI GIVING

Macalester College	$971,627
Wittenberg University	717,139
Swarthmore College	679,959
Luther College	644,614
Hope College	622,722
Carleton College	527,788
Ohio Wesleyan University	516,951
Grinnell College	438,117
Denison University	384,111
Pomona College	355,044

TOTAL ALUMNI DONORS

De Pauw University	7,115
Ohio Wesleyan University	6,360
College of Wooster	6,175
Wheaton College (Ill.)	5,912
Swarthmore College	5,434
Wittenberg University	4,482
Carleton College	4,322
Abilene Christian College	4,270
Pomona College	4,185
University of Detroit	3,965

AVERAGE ALUMNI GIFT THROUGH ALL CHANNELS

Hope College	$410.22
Oklahoma City University	360.82
Macalester College	352.68
Luther College	295.02
Georgetown College	271.00
University of Chattanooga	218.00
Marietta College	205.52
Grinnell College	204.06
Mississippi College	191.24
Spring Hill College	186.46

NON-ALUMNI PARENT GIVING

Denison University	$142,002
Carleton College	85,355
Fairleigh Dickinson University	56,200
De Pauw University	41,334
St. Lawrence University	36,723
Occidental College	31,624

Colby College	26,627
Middlebury College	22,741
Wittenberg University	22,655
Austin College	21,000

GIFTS ELIGIBLE FOR MATCHING BY CORPORATIONS

University of Detroit	$24,035
Hanover College	17,335
Swarthmore College	7,627
Middlebury College	5,194
Hope College	5,000
Aquinas College	4,295
Ohio Wesleyan University	3,867
St. Lawrence University	3,300
Antioch College	2,804
Fenn College	2,588

TOTAL GIFT SUPPORT FROM ALL SOURCES

Macalester College	$2,752,951
Wake Forest College	2,566,396
Pomona College	2,515,807
Carleton College	2,119,748
Occidental College	1,722,333
Wittenberg University	1,596,572
University of Chattanooga	1,560,632
Berea College	1,556,779
Ohio Wesleyan University	1,247,384
Butler University	1,245,754

SUPPLEMENTARY NOTES
LARGE COEDUCATIONAL COLLEGES

ADELPHI COLLEGE—
The alumni fund is merged with the capital gifts campaign. Columns 16 and 17 include gifts and endowments made by friends and relatives of alumni, corporate matching gifts and corporate grants from alumni.

ALLEGHENY COLLEGE—
Figures for columns 16-23 represent thirty-month capital campaign totals. Each alumnus was solicited only once in the thirty-month period.

AUGSBURG COLLEGE—
The Alumni Fund is joined with the twenty-year development program which is now in the first five-year phase (1959-1964).

(continued on page 48)

LARGE COEDUCATIONAL COLLEGES

NAME OF INSTITUTION		(1) Year Annual Fund Started	(2) Inst. Fiscal Year Closes	(3) Fund Fiscal Year Closes	(4) No. of Months Active Solic.	(5) Solicitation Methods	(6) Purposes of Fund	(7) Estimate Total Living Alumni	(8) Alumni Solic. Through Fund	(9) No. of Alumni Donors to Fund	(10) Effectiveness of Solicitation	(11) Alumni Gifts to Annual Fund
ABILENE CHRISTIAN COL	TEX	1957	5-31	5-31	5	AMP	UFSCAX	21,000	14,659	4,270	29.1%	$ 105,054
*ADELPHI COL	N Y	1957	6-30	8-31	3	AMP	CSA	10,000	7,000	1,363	19.5%	$ 24,747
ALBION COL	MICH	1947	6-30	6-30	6	M	UA	15,700	8,800	1,968	22.4%	$ 26,832
ALBRIGHT COL	PA	1949	6-30	6-30	5	AMP	UFS	4,504	3,758	1,332	35.4%	$ 24,220
ALFRED UNIV	N Y	1941	6-30	6-30	6	AMP	U	7,537	7,387	1,435	19.4%	$ 26,106
*ALLEGHENY COL	PA	1946	6-30		Alumn Fund Merged with Capital Campaign					272		
AMERICAN INTERNATIONAL COL	MASS	1951	6-30	6-30	1959-1960 Fund Suspended Because of Capital Campaign							
ANTIOCH COL	OHIO	1956	6-30	6-30	5	AMPT	U	8,483	8,100	2,081	25.7%	$ 54,814
AQUINAS COL	MICH	1957	6-30	6-30	9	MPT	UF	2,000	1,600	360	22.5%	$ 14,012
*AUGSBURG COL & THEOL SEM	MINN	1957	6-30	6-30	1	MPT	UFSCA	4,900	4,100	1,102	26.9%	$ 77,838
AUGUSTANA COL	ILL	1910	8-31	6-30	8	AM	USC	13,000	10,909	2,271	20.8%	$ 37,948
AUGUSTANA COL	S D	1946	6-30	6-30	12	MP	USC	9,500	9,200	380	4.1%	$ 4,889
AURORA COL	ILL	1938	6-30	6-30	7	MT	U	2,608	2,608	597	22.9%	$ 11,248
AUSTIN COL	TEX	1939	8-31	8-31	8	AMP	F	5,000	3,661	759	20.7%	$ 22,166
BALDWIN WALLACE COL	OHIO	1949	6-30	12-31	12	MP	UCAX	10,910	9,000	1,453	16.1%	$ 65,295
*BELOIT COL	WIS	1924	6-30	12-31	16	AMT	FSU	9,000	8,650	2,466	28.5%	$ 52,000
BEREA COL	KY	1937	6-30		Alumni Fund Merged with Capital Campaign and Professorships							
BIRMINGHAM SOUTHERN COL	ALA	1955	7-31	8-31	12	AMP	C	4,739	4,739	1,777	37.5%	$ 42,943
BRADLEY UNIV	ILL		6-30	6-30	3	M	UA	15,000	11,000	2,603	23.7%	$ 12,409
UNIV OF BRIDGEPORT	CONN	1955	6-30	12-31	12	AMPT	US	18,000	6,100	2,078	34.1%	$ 31,191
BUCKNELL UNIV	PA	1948	6-30	6-30	Alumni Fund Merged with Capital Campaigr							
BUTLER UNIV	IND	1958	8-31	8-31	8	MPT	UA	17,500	17,306	2,729	15.8%	$ 29,949
CAPITAL UNIV	OHIO	1949	6-30	6-30	6	MP	CAX	8,245	7,385	2,272	30.8%	$ 42,108
CARLETON COL	MINN	1942	6-30	6-30	8	AMPT	U	12,745	11,559	4,258	36.8%	$ 108,009
CARROLL COL	WIS	1950	6-30	6-30	4	MP	U	7,600	5,770	833	14.4%	$ 20,300
CATAWBA COL	N C	1942	6-30	6-30	4	PM	UCA	5,000	5,000	63	1.3%	$ 2,129
UNIV OF CHATTANOOGA	TENN	1935	8-31	8-31	8	AMP	U	10,000	7,550	107	1.4%	$ 15,512
COE COL	IOWA	1952	6-30	6-30	12	MP	USC	10,000	9,418	2,016	21.4%	$ 96,323
*COLBY COL	ME	1933	6-30	6-30			S	8,500				25,184
CONCORDIA COL MOORHEAD	MINN	1954	6-30	6-30	12	AMPT	FSC	11,204	8,700	1,297	14.9%	$ 49,734
CORNELL COL	IOWA	1923	6-30	6-30	6	AM	UFSC	10,000	9,325	1,920	20,6%	$ [illegible]
DAVID LIPSCOMB COL	TENN	1954	8-31	8-31	12	MP	U	8,200	6,150	521	8.5%	$ 25,109
UNIV OF DAYTON	OHIO	1952	6-30	11-30	10	MP	UFSCX	9,740	8,404	3,400	40.5%	$ 74,098
DENISON UNIV	OHIO	1951	7-31	7-31	2	MP	FSU		6,782	1,722	25.4%	$ 47,668
DE PAUL UNIV	ILL	1947	6-30	6-30	3	M	US		20,296	1,501	7.4%	$ 95,560
DE PAUW UNIV	IND	1941	6-30	6-30	8	AM	F	19,600	18,800	6,706	35.7%	$ 111,434
UNIV OF DETROIT	MICH	1953	6-30	6-30	12	MPT	UFSA	28,000	28,000	3,190	11.4%	$ 60,007
DICKINSON COL	PA	1936	6-30	6-30	6	AMP	UFSC	8,078	8,078	2,299	28.5%	$ 144,266
DRURY COL	MO	1956	5-31	5-31	5	AM	U	6,192	5,862	1,412	24.1%	$ 21,576
EARLHAM COL	IND	1930	6-30	6-30	6	AMP	US	8,116	7,329	1,863	25.4%	$ 65,468
ELIZABETHTOWN COL	PA	1958	8-31	8-31	6	AM	UCX	3,800	3,000	813	27.1%	$ 21,225
ELMHURST COL	ILL	1945	6-30	6-30	12	AMP	USFA	6,650	5,944	1,094	18.4%	$ 8,041
ELON COL	N C	1959	5-31	5-31	4	M	UFS	6,000	4,500	366	8.1%	$ 4,070
EVANSVILLE COL	IND	1951	6-30	6-30	7	M	FS	10,000	7,000	475	6.8%	$ 7,752
FAIRLEIGH DICKINSON UNIV	N J	1956	6-30	6-30	9	MPT	US	3,512	3,512	1,079	30.7%	$ 8,404
FENN COL	OHIO	1953	8-31	8-31	4	AMPT	UFAX	4,426	4,186	2,159	51.6%	$ 18,092
FURMAN UNIV	S C	1956	8-31	8-31	4	M	U	15,000	12,000	726	6.1%	$ 33,261
GENEVA COL	PA	1955	6-30	6-30	Alumni Fund Merged with Capital Campaign							
GEORGE PEPPERDINE COL	CAL	1952	8-31	8-31	6	MT	US	3,200	2,400	296	12.3%	$ 7,147
GEORGETOWN COL	KY	1957	7-31	12-31	5	AMP	X	8,000	4,880	1,056	21.6%	$ 41,750
GETTYSBURG COL	PA	1933	6-30		Loyalty Fund Merged with Capital Campaign							
GOSHEN COL	IND	1933	6-30	6-30	12	M	CU	8,700	8,169	2,724	33.3%	$ 93,297
GRACELAND COL	IOWA	1950	6-30	12-31	7	M	CA	8,378	8,178	1,643	20.1%	$ 13,810
GRINNELL COL	IOWA	1949	6-30	6-30	9	AM	S	13,370	8,977	883	9.8%	$ 19,287
GROVE CITY COL	PA	1951	6-30	6-30	6	MP	UFSCAX	10,000	6,868	1,799	26.2%	$ 49,930
GUSTAVUS ADOLPHUS COL	MINN	1954	5-31	6-30	4	AMPT	USCA	7,750	5,947	2,622	44.1%	$ 65,286
HAMLINE UNIV	MINN	1956	6-30	6-30	8	AMPT	FU	7,100	6,815	2,951	43.3%	$ 59,936
HAMPTON INST	VA	1956	6-30	6-30	12	MP	S	10,000	7,000	900	12.9%	$ 13,260

(12) Average Alumni Gift to Fund	(13) Living Graduates	(14) Graduate Donors	(15) Percent of Graduates Giving	(16) Alumni Giving Not Credited to Fund	(17) Total of All Alumni Giving	(18) Total Alumni Donors to All Purposes	(19) Average Alumni Gift through All Channels	(20) Total Non-Alumni Parent Giving	(21) Total Gifts Eligible for Matching by Corporations	(22) Total Gift Support to Institution All Sources	(23) Alumni Gifts as Percent of Total Support
$ 24.60	5,747	2,229	38.7%		$ 105,054	4,270	$ 24.60			$ 437,864	23.9%
$ 18.16				$ 1,685	$ 26,432	1,377	$ 19.20		$ 70	$ 209,599	12.6%
$ 13.63	5,000	1,453	29.1%	$ 76,904	$ 103,736	2,107	$ 49.23	$ 2,057	$ 1,072	$ 330,615	31.4%
$ 18.18	3,904	1,280	32.8%	$ 5,736	$ 29,956	1,350	$ 22.19	$ - 350	$ 490	$ 282,064	10.6%
$ 18.19	4,420	1,262	28.6%	$ 41,123	$ 67,229	1,450	$ 46.36	$ 6,269	$ 1,510	$ 920,214	7.3%
				$ 1,193,000	$ 1,200,000	3,500	$ 342.86			$ 2,600,000	46.1%
	3,552	1,336	37.6%	$ 55,692	$ 55,692	1,337	$ 41.65	$ 1,553	$ 1,065	$ 193,227	28.8%
$ 26.34	3,698			$ 15,513	$ 70,327	2,080	$ 33.75	$ 10,981	$ 2,804	$ 462,015	15.2%
$ 38.92				$ 2,755	$ 16,767	389	$ 43.08		$ 4,295	$ 403,922	4.5%
$ 70.63				$ 3,606	$ 81,444	1,108	$ 73.51	$ 9,992		$ 408,510	19.9%
$ 16.71	4,833	1,834	37.9%	$ 22,992	$ 60,939	2,271	$ 26.83		$ 435	$ 751,184	8.1%
$ 12.87	2,904	220	7.6%	$ 2,913	$ 7,802	499	$ 15.65	$ 903		$ 236,698	3.2%
$ 18.84	1,085	427	39.4%	$ 22,000	$ 33,247	650	$ 51.00		$ 200	$ 231,797	14.2%
$ 29.20				$ 32,650	$ 54,816	765	$ 71.65	$ 21,000	$ 2,350	$ 860,146	6.4%
$ 44.94					$ 65,295	1,453	$ 44.93		$ 410	$ 676,552	9.7%
$ 21.09					*$ 52,000			$ 10,077	$ 956	$ 600,000	
	5,420			$ 28,855	$ 28,855	1,148	$ 25.13	$ 1,834	$ 784	$ 1,556,779	1.9%
$ 24.17					$ 42,943	1,777	$ 24.22		$ 900	$ 372,985	11.5%
$ 4.77				$ 20,909	$ 33,318	2,715	$ 12.27	$ 245	$ 40	$ 530,834	6.2%
$ 15.01					$ 31,191	2,078	$ 15.01	$ 6,490	$ 373	$ 507,729	6.1%
				$ 214,346	$ 214,346	3,500	$ 61.25			$ 844,905	25.2%
$ 10.97				$ 109,325	$ 139,274	2,730	$ 51.02			$ 1,245,754	11.8%
$ 18.53	4,252	1,792	42.1%		$ 42,108	2,272	$ 18.53		$ 330	$ 636,268	6.6%
$ 25.37	6,950	3,279	47.1%	$ 419,779	$ 527,788	4,322	$ 122.03	$ 85,355	$ 1,882	$ 2,119,748	24.9%
$ 24.37					*$ 20,300			$ 3,385	$ 25	$ 342,619	
$ 33.79				$ 10,554	$ 12,683	70	$ 181.18			$ 193,511	6.6%
$ 144.97				$ 137,726	$ 153,238	702	$ 218.00			$ 1,560,632	9.8%
$ 47.78					$ 96,323	2,016	$ 47.77		$ 75	$ 327,330	29.4%
				$ 59,314	$ 84,498	1,140		$ 26,627		$ 511,646	16.5%
$ 38.35	4,600	1,023	22.2%		$ 49,734	1,297	$ 38.35		$ 260	$ 421,338	11.8%
$ 79.34	4,220	1,460	34.6%		$ 152,324	1,920	$ 79.34	$ 3,112	$ 1,222	$ 363,205	41.9%
$ 48.19	1,610			$ 12,339	$ 37,447	672	$ 55.73		$ 150	$ 415,756	9.1%
$ 21.79				$ 40,589	$ 114,687	3,518	$ 32.60	$ 2,509	$ 1,294	$ 328,830	34.9%
$ 27.68				$ 336,443	$ 384,111	2,659	$ 144.46	$ 142,002	$ 2,047	$ 677,696	56.7%
$ 63.66					$ 95,560	1,501	$ 63.71		$ 395	$ 588,854	16.2%
$ 16.62	12,200	5,490	45.0%	$ 217,707	$ 329,141	7,115	$ 46.26	$ 41,334	$ 2,146	$ 1,154,738	28.5%
$ 18.81				$ 24,440	$ 84,447	3,965	$ 21.30		$ 24,035	$ 525,005	16.0%
$ 62.75					$ 144,266	2,299	$ 62.75	$ 10,525	$ 590	$ 479,866	30.1%
$ 15.28	3,528	1,123	33.3%	$ 110,175	$ 131,751	1,419	$ 92.85	$ 1,446	$ 161	$ 345,422	38.1%
$ 35.14				$ 137,304	$ 202,772	1,875	$ 108.14	$ 6,208	$ 330	$ 1,017,397	20.1%
$ 26.11	3,100			$ 11,700	$ 32,925	869	$ 37.89	$ 570	$ 1,260	$ 132,044	24.9%
$ 7.35				$ 4,902	$ 12,943	1,228	$ 10.50		$ 35	$ 128,588	10.1%
$ 11.12	2,500			$ 7,560	$ 11,630	423	$ 27.50		$ 150	$ 121,331	9.6%
$ 16.32				$ 4,530	$ 12,282	508	$ 24.18		$ 150	$ 495,722	2.4%
$ 7.79	3,512	1,079	30.7%	$ 85,500	$ 93,904	1,085	$ 86.55	$ 56,200	$ 40	$ 417,654	22.5%
$ 8.38	4,337	2,146	49.5%	$ 12,930	$ 31,022	2,206	$ 14.06		$ 2,588	$ 436,019	7.1%
$ 45.81				$ 21,766	$ 55,027					$ 1,083,623	5.1%
					$ 117,280	1,297	$ 90.42		$ 2,433	$ 321,288	36.5%
$ 24.15					$ 7,147	296	$ 24.14		$ 75	$ 356,934	2.0%
$ 39.54	3,090	824	26.7%	$ 247,100	$ 288,850	1,065	$ 271.00		$ 214	$ 499,850	57.8%
					$ 257,430	1,623	$ 158.61	$ 3,165		$ 566,819	45.4%
$ 34.25	2,619			$ 83,000	$ 176,297	2,738	$ 64.40		$ 35	$ 376,327	46.8%
$ 8.41				$ 4,144	$ 17,954	1,681	$ 10.68		$ 285	$ 186,830	9.6%
$ 21.84				$ 418,830	$ 438,117	2,147	$ 204.06	$ 6,755	$ 634	$ 934,020	46.9%
$ 27.75					$ 49,930	1,799	$ 28.31	$ 285	$ 935	$ 163,222	30.5%
$ 24.90	4,463	2,263	50.7%	$ 152,000	$ 217,286	2,622	$ 82.87	$ 17,797	$ 550	$ 838,740	25.9%
$ 20.31	4,633				$ 59,936	2,951	$ 20.31	$ 4,009	$ 2,160	348,079	17.2%
$ 14.73				$ 3,145	$ 16,405	920	$ 17.83		$ 25	$ 332,446	4.9%

LARGE COEDUCATIONAL COLLEGES (Continued)

NAME OF INSTITUTION		(1) Year Annual Fund Started	(2) Inst. Fiscal Year Closes	(3) Fund Fiscal Year Closes	(4) No. of Months Active Solic.	(5) Solicitation Methods	(6) Purposes of Fund	(7) Estimate Total Living Alumni	(8) Alumni Solic. Through Fund	(9) No. of Alumni Donors to Fund	(10) Effectiveness of Solicitation	(11) Alumni Gifts to Annual Fund
HANOVER COL	IND		6-30			AM	U	4,100	4,100	521	12.7%	$ 14,655
HARDIN SIMMONS UNIV	TEX	1957	5-31	5-31	4	M	UC	15,000	10,717	353	3.3%	$ 7,282
HARDING COL	ARK	1951	8-31	8-31	5	M	UC	9,700	5,190	802	15.5%	$ 4,420
UNIV OF HARTFORD	CONN	1949	6-30	6-30	10	M	UFSX	26,000	3,800	351	9.2%	$ 2,127
HASTINGS COL	NEBR	1948	7-31		Alumni Fund Merged with Capital Campaign							
HEIDELBERG COL	OHIO	1927	6-30	6-30	8	AMP	F	6,000	5,500	1,814	33.0%	$ 39,556
HOFSTRA COL	N Y	1952	6-30	6-30	4	MAP	SAX	6,646	5,933	1,517	25.6%	$ 18,192
*HOPE COL	MICH	1947	8-31	12-31	12	M	U	8,811	8,811	1,518	17.2%	$ 58,932
HOUGHTON COL	N Y		8-31	8-31	12	MP	C	6,000	4,845	1,463	30.2%	$ 58,608
COL OF IDAHO	IDA	1958	5-31	5-31	8	AMP	FC	11,000	2,801	416	14.9%	$ 27,614
ILL WESLEYAN UNIV	ILL	1952	7-31	7-31	10	AMPT	F	9,117	8,630	1,669	19.3%	$ 29,259
ITHACA COL	N Y	1959	6-30	6-30		M	U	5,692	5,092	576	11.3%	$ 3,563
JACKSONVILLE UNIV	FLA	1958	8-31	12-31	2	MPT	C	4,000	2,000	200	10.0%	$ 2,300
JOHNSON C SMITH UNIV	N C	1958	6-30	6-30	12	AM	U	4,000	2,000	250	12.5%	$ 6,000
JUNIATA COL	PA	1939	6-30	6-30	6	AMP	USFC	7,500	4,900	1,359	27.7%	$ 70,055
KNOX COL	ILL	1927	6-30	6-30	9	AMT	F	11,300	9,900	3,091	31.2%	$ 35,959
LAKE FOREST COL	ILL	1951	6-30	6-30	9	AMP	UFS	9,500	6,906	1,058	15.3%	$ 41,806
LA SIERRA COL	CAL	1957	6-30	6-30	12	AMP	SC	20,000	1,350	227	16.8%	$ 2,222
LAWRENCE COL	WIS	1959	6-30	6-30	12	AM	S	18,000	9,960	1,048	10.5%	$ 18,944
LEBANON VALLEY COL	PA	1951	6-30	6-30	3	AMP	U	4,428	4,042	1,379	34.1%	$ 33,888
LE MOYNE COL	N Y	1952	6-30	6-30	1	MP	C	1,731	1,411	904	64.1%	$ 7,240
LEWIS & CLARK COL	OREG	1956	5-31	5-31	2	MT	F	4,000	2,860	572	20.0%	$ 8,191
LINFIELD COL	OREG	1956	6-30	3-31	2	MPT	FSAU	6,000	4,200	508	12.2%	$ 5,372
LONG ISLAND UNIV	N Y	1957	6-30	6-30	6	AM	U	10,000	9,500	1,442	15.2%	$ 24,035
LOYOLA UNIV	LA	1953	7-31	12-31	4	AMP	U	7,600	7,600	2,020	26.6%	$ 34,992
LUTHER COL	IOWA	1954	6-30	6-30	12	PM	CUF	8,206	2,977	2,117	71.1%	$ 634,514
LYCOMING COL	PA	1955	6-30		Alumni Fund Merged with Capital Campaign							
LYNCHBURG COL	VA	1948	6-30	6-30	12	MP	USC	5,400	5,400	399	7.4%	$ 15,318
MACALESTER COL	MINN	1950	8-31	8-31	7	AMPT	UFSCA	8,050	8,050	2,754	34.2%	$ 70,013
MACMURRAY COL	ILL	1954	6-30	6-30	4	AM	FSX	8,925	8,815	929	10.5%	$ 10,332
*MANCHESTER COL	IND	1952	7-31	7-31	12	M	U	8,240	6,403	1,150	18.0%	$ 40,615
MARIETTA COL	OHIO	1949	6-30	6-30	9	AMP	U	7,000	6,280	1,318	21.0%	Alumni Fund
MERCER UNIV	GA	1947	6-30	6-30	12	AMP	S	8,300	8,300	1,091	13.1%	$ 101,521
*MERRIMACK COL	MASS	1956	6-30	12-31	4	MP	UC	1,400	1,300	135	10.4%	$ 2,188
*MIDDLEBURY COL	VT	1950	6-30	6-30					7,601	2,660	35.0%	$ 102,978
MILLIKIN UNIV	ILL	1947	6-30	12-31	12	AMP	F		6,800	1,774	26.1%	$ 67,391
MILLSAPS COL	MISS	1956	6-30	6-30	10	AMT	U	10,000	7,000	1,049	15.0%	$ 28,400
MISSISSIPPI COL	MISS	1959	5-31	8-31	12	M	UC	18,000	5,000	406	8.1%	$ 15,113
MORAVIAN COL	PA	1944	6-30	6-30	6	AM	C	5,200	4,269	1,041	24.4%	$ 32,202
MORRIS HARVEY COL	W VA	1952	8-31	8-31	2	MP	US	29,000	3,800	801	21.1%	$ 13,103
*MOUNT UNION COL	OHIO		6-30	6-30	3	AMP	US		7,087	1,254	17.7%	$ 19,580
MUHLENBERG COL	PA	1932	8-31	8-31	8	AMP	U	9,000	5,737	1,478	25.8%	$ 55,467
MUSKINGUM COL	OHIO	1930	8-31	8-31	11	MP	FSC	9,998	8,500	1,597	18.8%	$ 107,205
NEBRASKA WESLEYAN UNIV	NEBR	1950	5-31	5-31	5	M	USF	10,000	5,800	1,181	20.4%	$ 20,423
NEW HAVEN COL	CONN	1958	6-30	6-30	5	AMP	USCA	1,361	1,195	143	12.0%	$ 1,295
NIAGARA UNIV	N Y	1952	6-30	12-31	6	MP	U	6,500	5,910	890	15.1%	$ 97,345
NORTH PARK COL & THEOL SEM	ILL	1947	6-30	8-31	3	M	FX	9,300	9,000	420	4.7%	$ 5,442
OCCIDENTAL COL	CAL	1940	6-30	6-30	9	MA	UFSC	12,000	10,637	2,693	25.3%	$ 94,851
OHIO NORTHERN UNIV	OHIO	1940	8-31		Alumni Fund Merged with Capital Campaign							
OHIO WESLEYAN UNIV	OHIO	1926	6-30	12-31	9	MPA	F	21,979	19,855	5,889	29.7%	$ 140,728
*OKLAHOMA CITY UNIV	OKLA	1960	6-30									
OTTERBEIN COL	OHIO	1948	6-30	12-31	9	AMP	FS	6,750	6,567	1,707	26.0%	$ 70,084
PACE COL	N Y	1955	6-30	6-30	7	M	US	22,500	10,000	815	8.2%	$ 25,175
COL OF THE PACIFIC	CAL	1957	8-31	8-31	2	AMP	U	14,500	7,232	1,772	24.5%	$ 19,892
PACIFIC LUTHERAN UNIV	WASH		7-31		Alumni Fund Joined with Capital Campaign							
PACIFIC UNION COL	CAL	1958	6-30	3-31	3	MP	SC	2,000	2,000	252	12.6%	$ 13,768
POMONA COL	CAL	1930	6-30	6-30	6	AMT	UFSAX	13,362	12,296	4,167	33.9%	$ 101,050
UNIV OF PUGET SOUND	WASH	1957	8-31	8-31	3	AM	UFS	14,000	9,200	1,089	11.8%	$ 12,157

LARGE COEDUCATIONAL COLLEGES (Continued)

(12) Average Alumni Gift to Fund	(13) Living Graduates	(14) Graduate Donors	(15) Percent of Graduates Giving	(16) Alumni Giving Not Credited to Fund	(17) Total of All Alumni Giving	(18) Total Alumni Donors to All Purposes	(19) Average Alumni Gift through All Channels	(20) Total Non-Alumni Parent Giving	(21) Total Gifts Eligible for Matching by Corporations	(22) Total Gift Support to Institution All Sources	(23) Alumni Gifts as Percent of Total Support
$ 28.13	2,600			$ 2,680	$ 17,335	559	$ 31.01		$ 17,335	$ 303,200	5.7%
$ 20.63				$ 76,440	$ 83,722	754	$ 111.04		$ 250		
$ 5.51	2,215	583	26.3%	$ 28,146	$ 32,566	1,016	$ 32.05		$ 280	$ 655,010	4.9%
$ 6.06	5,500	351	6.4%	$ 14,760	$ 16,887	609	$ 27.73		$ 2,027	$ 505,022	3.3%
					$ 47,365	407	$ 116.37			$ 202,273	23.4%
$ 21.81	3,450	1,428	41.4%	$ 114,457	$ 154,013	1,952	$ 78.90		$ 1,250	$ 408,086	37.7%
$ 11.99				$ 160	$ 18,352	1,520	$ 12.07		$ 196	$ 188,451	9.7%
$ 38.82				$ 563,790	$ 622,722	1,518	$ 410.22		$ 5,000	$ 520,177	
$ 40.06	3,000	1,200	40.0%	$ 4,000	$ 62,608	1,543	$ 40.58		$ 1,085	$ 222,615	28.1%
$ 66.38				$ 5,322	$ 32,936	471	$ 69.93	$ 1,184	$ 430	$ 228,746	14.4%
$ 17.53	5,124	1,451	28.3%	$ 79,289	$ 108,548	1,889	$ 57.46	$ 3,412	$ 210	$ 570,064	19.0%
$ 6.19	5,692	576	10.1%	$ 7,665	$ 11,228	782	$ 14.40		$ 105	$ 40,377	27.8%
$ 11.50	100	33	33.3%	$ 700	$ 3,000	230	$ 13.05			$ 706,450	.4%
$ 24.00				$ 1,000	$ 7,000	350	$ 20.00	$ 100	$ 25	$ 296,509	2.3%
$ 51.55	4,400	1,173	26.6%	$ 16,933	$ 86,988	1,383	$ 62.90	$ 2,031	$ 1,410	$ 270,300	32.2%
$ 11.63	4,980	2,280	45.8%	$ 140,923	$ 176,882	3,169	$ 55.82	$ 11,200	$ 665	$ 743,408	23.8%
$ 39.51	2,858	803	28.1%	$ 110,229	$ 152,035	1,078	$ 141.03	$ 3,705	$ 185	$ 789,447	19.2%
$ 9.79	2,000			$ 965	$ 3,187	229	$ 13.91			$ 30,570	10.4%
$ 18.08				$ 113,791	$ 132,735	1,278	$ 103.86		$ 300	$ 712,725	18.6%
$ 24.57	3,631	1,287	35.4%	$ 55,915	$ 89,803	1,426	$ 62.27	$ 6,302	$ 1,115	$ 314,999	28.5%
$ 8.01					$ 7,240	904	$ 8.01		$ 100	$ 351,065	2.1%
$ 14.32				$ 11,402	$ 19,593	604	$ 32.44		$ 152	$ 361,409	5.0%
$ 10.58				$ 8,215	$ 13,587	559	$ 24.31	$ 135	$ 50	$ 75,631	17.9%
$ 16.67	9,000	1,400	15.6%		$ 24,035	1,442	$ 16.67		$ 155	$ 208,318	11.5%
$ 17.32				$ 8,710	$ 43,702	2,031	$ 21.50		$ 272	$ 346,487	12.6%
$ 299.72	3,776	1,788	47.4%	$ 10,100	$ 644,614	2,185	$ 295.02	$ 1,461	$ 1,680	$ 882,122	73.1%
					$ 56,341	518	$ 108.77		$ 20	$ 248,939	22.6%
$ 38.39					$ 15,318	399	$ 38.39		$ 60	$ 232,390	6.7%
$ 25.42				$ 901,614	$ 971,627	2,755	$ 352.68	$ 3,058	$ 235	$ 2,752,951	35.3%
$ 11.12				$ 4,252	$ 14,585	944	$ 15.45		$ 50	$ 228,518	6.4%
$ 35.32					$ 40,615	1,150	$ 35.40		$ 1,305	$ 291,483	13.9%
Merged with Capital Fund Drive				$ 270,880	$ 270,880	1,318	$ 205.52			$ 519,029	52.2%
$ 93.05				$ 13,619	$ 115,140	1,115	$ 103.26		$ 168	$ 447,552	25.7%
$ 16.21	1,400	135	9.6%	$ 16,000	$ 18,188			$ 688		$ 203,599	8.9%
$ 38.71				$ 13,699	$ 116,677	2,700	$ 43.21	$ 22,741	$ 5,194	$ 486,190	24.0%
$ 37.99					$ 67,391	1,774	$ 37.98		$ 85	$ 607,182	11.1%
$ 27.07	4,254	746	17.5%	$ 15,500	$ 43,900				$ 310	$ 187,290	23.4%
$ 37.22				$ 62,531	$ 77,644	406	$ 191.24			$ 375,325	20.6%
$ 30.93				$ 12,100	$ 44,302	1,085	$ 40.83	$ 3,680	$ 120	$ 305,426	14.5%
$ 16.36				$ 77,732	$ 90,835	810	$ 112.14	$ 8,150		$ 267,240	34.0%
$ 15.61				$ 92,000	$ 111,580	1,443	$ 77.33	$ 1,100	$ 98	$ 684,617	16.3%
$ 37.53	4,394	1,348	30.7%		$ 55,467	1,478	$ 37.59	$ 8,296		$ 468,673	11.8%
$ 67.13					$ 107,205	1,597	$ 67.13		$ 2,125	$ 337,371	31.8%
$ 17.29	4,172	1,047	25.1%	$ 54,170	$ 74,593	1,400	$ 53.28	$ 2,100	$ 378	$ 470,314	15.9%
$ 9.06					$ 1,295	143	$ 9.06			$ 26,944	4.8%
$ 109.38	5,200			$ 10,220	$ 107,565	1,042	$ 103.23	$ 2,668	$ 2,500	$ 252,294	42.6%
$ 12.96					*$ 5,442						
$ 35.22	6,823	2,161	31.7%	$ 66,395	$ 161,246	2,731	$ 59.04	$ 31,624	$ 260	$ 1,722,333	9.4%
					$ 210,691	1,851	$ 113.83		$ 475	$ 486,826	43.3%
$ 23.90	12,900	5,065	39.2%	$ 376,223	$ 516,951	6,360	$ 81.52	$ 14,613	$ 3,867	$ 1,247,384	41.4%
	5,000	345	6.9%	$ 124,482	$ 124,482	345	$ 360.82			$ 269,790	
$ 41.06				$ 10,875	$ 80,959	1,716	$ 47.17	$ 938	$ 673	$ 260,501	31.1%
$ 30.89					$ 25,175	815	$ 30.89		$ 247	$ 54,406	46.3%
$ 11.23				$ 15,788	$ 35,680	1,800	$ 19.80		$ 20	$ 559,110	6.4%
				$ 23,370	$ 23,370	185	$ 126.32	$ 1,110	$ 100	$ 329,280	7.3%
$ 54.63				$ 43	$ 13,811	265	$ 52.11		$ 523	$ 350,834	3.9%
$ 24.25	7,700	3,500	45.5%	$ 253,994	$ 355,044	4,185	$ 84.84	$ 11,692	$ 453	$ 2,515,807	14.1%
$ 11.16				$ 4,160	$ 16,317	1,130	$ 14.43		$ 90	$ 409,135	4.0%

LARGE COEDUCATIONAL COLLEGES (Continued)

NAME OF INSTITUTION		(1) Year Annual Fund Started	(2) Inst. Fiscal Year Closes	(3) Fund Fiscal Year Closes	(4) No. of Months Active Solic.	(5) Solicitation Methods	(6) Purposes of Fund	(7) Estimate Total Living Alumni	(8) Alumni Solic. Through Fund	(9) No. of Alumni Donors to Fund	(10) Effectiveness of Solicitation	(11) Alumni Gifts to Annual Fund
QUINCY COL	ILL	1958	6-30	6-30	6	MPT	UX	5,100	3,200	321	10.0%	$ 9,180
QUINNIPIAC COL	CONN	1959	6-30	6-30	6	M	S	2,500	2,300	238	10.3%	$ 1,805
UNIV OF REDLANDS	CAL	1948	6-30	6-30	10	AM	US	9,500	6,894	2,316	33.6%	$ 109,075
REED COL	OREG	1938	6-30	6-30	8	MP	FSAU	8,760	4,217	2,063	48.9%	$ 52,948
RIDER COL	N J	1953	7-31		Alumni Fund Merged with Four-Year Campaign							
ROLLINS COL	FLA	1955	6-30	6-30	9	MP	USCAX	5,400	4,000	801	20.0%	$ 32,287
ROOSEVELT UNIV	ILL	1952	8-31	8-31	12	APT	U	9,000	7,700	1,054	13.7%	$ 12,785
ST FRANCIS COL	PA	1954	6-30	6-30	12	M	U	2,500	2,100	160	7.6%	$ 2,964
ST LAWRENCE UNIV	N Y	1928	6-30	12-31	8	AMPT	UFSX	9,685	8,561	3,900	45.6%	$ 99,438
ST OLAF COL	MINN	1933	6-30		Alumni Fund Joined with Three-Year Alumni Development Fund							
SEATTLE PACIFIC COL	WASH	1956	6-30	6-30	5	AMT	U	10,000	4,890	1,265	25.9%	$ 43,676
SPRING HILL COL	ALA	1930	7-31		Alumni Fund Joined with Three-Year Development Program							
SPRINGFIELD COL	MASS	1931	6-30	6-30	6	AMP	U	8,949	7,846	1,944	24.8%	$ 39,364
STETSON UNIV	FLA	1952	5-31		Alumni Fund Merged with Development Program							
SUFFOLK UNIV	MASS	1957	8-31	8-31	12	M	A	2,500	2,200	185	8.4%	$ 1,085
SWARTHMORE COL	PA	1941	6-30	6-30	8	AMP	UF	10,439	9,482	5,271	55.6%	$ 202,982
TRINITY UNIV	TEX	1953	5-31	5-31	7	MPT	U	9,500	9,500	869	9.1%	$ 12,175
UPSALA COL	N J	1953	6-30	6-30	5	AMPT	SCF	8,000	4,800	1,528	31.8%	$ 20,157
URSINUS COL	PA	1954	6-30	6-30	9	AMP	UFS	4,658	4,487	2,052	45.7%	$ 32,727
UTICA COL	N Y	1956	6-30	6-30	1	M	U	1,900	1,865	483	25.9%	$ 1,284
VALPARAISO UNIV	IND	1952	6-30	12-31	12	AM	AC	11,500	11,500	3,086	26.8%	$ 43,204
WAKE FOREST COL	N C	1948	6-30	12-31	3	M	CS	14,000	14,000	1,355	9.7%	
WALLA WALLA COL	WASH	1957	6-30	6-30	12	P	USX	5,825	1,200	240	20.0%	$ 14,674
WARTBURG COL	IOWA		6-30	12-31	12	AMPT	USCA	5,200	4,000	650	16.3%	$ 22,140
WAYNESBURG COL	PA	1959	6-30	6-30		AMPT	FSCA		3,038	378	12.4%	$ 47,495
W VIRGINIA WESLEYAN COL	W VA	1947	5-31	5-31	12	MP	FSC	5,465	5,250	432	8.2%	$ 40,113
WESTMINSTER COL	PA	1942	7-31	6-10	7	AMP	C	8,500	8,000	2,300	28.8%	$ 198,140
WHEATON COL	ILL	1945	8-31	8-31	10	AMPT	FASC	12,100	11,813	5,912	50.0%	$ 198,494
WHITTIER COL	CAL	1945	8-31	8-31	4	MPT	USA	9,300	8,400	1,126	13.4%	$ 13,870
WHITWORTH COL	WASH	1951	8-31	5-31	7	M	USAX	4,175	2,550	545	21.4%	$ 21,813
WILKES COL	PA	1956	6-30	6-30	2	AMP	U	3,800	3,657	580	15.9%	$ 9,850
WILLAMETTE UNIV	OREG	1946	6-30	6-30	8	AMT	F	8,500	6,000	2,811	46.9%	$ 48,534
WITTENBERG UNIV	OHIO	1951	6-30	6-30	7	AMP	FS	14,250	12,513	4,467	35.7%	$ 125,604
COL OF WOOSTER	OHIO	1943	8-31	6-30	9	AP	UF	12,993	12,993	4,968	38.2%	$ 101,684
*XAVIER UNIV	LA							3,700				
TOTALS								1,191,282	936,376	209,591	22.4%	$ 6,317,927

(continued from page 43)

BELOIT COLLEGE—
The fund year was 16 months long because of a changeover to the calendar year.

COLBY COLLEGE—
The Alumni Fund was resumed on a voluntary basis during pledge payment period of the recently completed capital campaign. Column 18 does not include pledge payments.

HOPE COLLEGE—
Column 17 exceeds column 22 because the fund operates on the calendar year, the college on the academic year.

MANCHESTER COLLEGE—
Many alumni also contribute through church support.

MERRIMACK COLLEGE—
Columns 16 and 17 include honorary alumni.

MIDDLEBURY COLLEGE—
The Alumni Fund was merged with the capital campaign

LARGE COEDUCATIONAL COLLEGES (Continued)

(12) Average Alumni Gift to Fund	(13) Living Graduates	(14) Graduate Donors	(15) Percent of Graduates Giving	(16) Alumni Giving Not Credited to Fund	(17) Total of All Alumni Giving	(18) Total Alumni Donors to All Purposes	(19) Average Alumni Gift through All Channels	(20) Total Non-Alumni Parent Giving	(21) Total Gifts Eligible for Matching by Corporations	(22) Total Gift Support to Institution All Sources	(23) Alumni Gifts as Percent of Total Support
$ 28.60				$ 3,000	$ 12,180	322	$ 37.82		$ 650	$ 82,000	14.8%
$ 7.58					$ 1,805	238	$ 7.58	$ 100	$ 160	$ 4,552	39.7%
$ 47.10					$ 109,075	2,316	$ 47.10		$ 232	$ 640,145	17.0%
$ 25.67	2,760	1,471	53.3%		$ 52,948	2,063	$ 25.67	$ 13,365	$ 970	$ 811,173	6.5%
				$ 33,698	$ 33,698	768	$ 43.88			$ 138,347	24.2%
$ 40.31	2,707	563	20.8%	$ 8,442	$ 40,729	801	$ 50.84	$ 9,835	$ 565	$ 466,013	8.7%
$ 12.13					$ 12,785	1,054	$ 12.12			$ 415,000	3.1%
$ 18.53				$ 250	$ 3,214	165	$ 19.48	$ 3,950	$ 60	$ 42,772	7.5%
$ 25.50				$ 47,311	$ 146,749	3,935	$ 37.29	$ 36,723	$ 3,300	$ 724,796	20.2%
					$ 231,931	3,900	$ 59.47	$ 12,000		$ 716,398	32.4%
$ 34.53	2,855	965	33.8%		$ 43,676	1,265	$ 34.52		$ 200	$ 160,235	27.3%
					$ 65,075	349	$ 186.46			$ 532,339	12.2%
$ 20.25	5,451	1,410	25.8%	$ 27,860	$ 67,224	2,113	$ 31.85	$ 1,600	$ 113	$ 378,590	17.8%
					$ 69,109	788	$ 87.70		$ 250	$ 671,959	10.3%
$ 5.86					$ 1,085	185	$ 5.86			$ 1,085	100.0%
$ 38.51	6,899			$ 476,977	$ 679,959	5,434	$ 125.13	$ 17,033	$ 7,627	$ 999,620	68.0%
$ 14.01	3,000	665	22.2%	$ 64,439	$ 76,614	876	$ 87.45		$ 270	$ 713,124	10.7%
$ 13.19				$ 2,319	$ 22,476	1,528	$ 14.71	$ 2,464	$ 1,800	$ 231,795	9.7%
$ 15.95					$ 32,727	2,052	$ 15.95		$ 549	$ 208,587	15.7%
$ 2.66				$ 10,200	$ 11,484	679	$ 16.91		$ 1,362	$ 490,893	2.3%
$ 14.00	6,327	2,000	31.6%	$ 48,366	$ 91,570	3,800	$ 24.10		$ 1,130	$ 1,219,410	7.5%
					$ 217,818	1,355	$ 160.75			$ 2,566,396	8.5%
$ 61.14	3,258				$ 14,674	240	$ 61.14		$ 70	$ 363,042	4.0%
$ 34.06					$ 22,140	650	$ 34.06	$ 1,000	$ 75	$ 405,009	5.4%
$ 125.61	2,997	337	11.2%		$ 47,495	378	$ 125.61		$ 50	$ 98,721	48.1%
$ 92.85	3,379				$ 40,113	432	$ 92.85	$ 4,010	$ 700	$ 428,985	9.4%
$ 86.15	5,100	1,874	36.7%		$ 198,140	2,300	$ 86.15		$ 1,094	$ 638,394	31.0%
$ 33.57					$ 198,494	5,912	$ 33.57	$ 1,752	$ 1,461	$ 1,242,497	16.0%
$ 12.32	5,650			$ 9,650	$ 23,520	1,130	$ 20.58			$ 151,563	15.5%
$ 40.02					$ 21,813	545	$ 40.02		$ 400	$ 227,565	9.6%
$ 16.98	2,529	485	19.2%		$ 9,850	580	$ 16.98		$ 258	$ 401,515	2.5%
$ 17.27				$ 200,900	$ 249,434	2,850	$ 87.70	$ 2,765	$ 430	$ 464,075	53.9%
$ 28.12	7,381	3,530	47.8%	$ 591,535	$ 717,139	4,482	$ 160.00	$ 22,655	$ 1,808	$ 1,596,572	44.6%
$ 20.47	7,794	4,194	53.8%	$ 249,827	$ 351,511	6,175	$ 56.92	$ 1,992		$ 1,020,009	34.5%
					$ 1,844	65	$ 28.38			$ 326,998	.6%
$ 30.45	*	*	*	$ 9,983,494	$ 17,583,303	237,847	$ 73.10	$ 756,267	$ 143,482	$ 81,525,158	20.9%

* Because only one-third of the Large Coeducational Colleges reporting gave statistics on graduate giving, the totals for these columns are not presented with the other totals. They are recorded here with the reservation that they represent only a portion of the possible total.

Living Graduates	284,433
Graduate Donors	76,714
Percent of Graduates Giving	33.1%

and served as the vehicle for raising the alumni quota of the over-all program.

MOUNT UNION COLLEGE—
A Capital Fund Drive was begun in April during the last three months of the fiscal year when intensive personal solicitations for annual gifts are normally conducted.

OKLAHOMA CITY UNIVERSITY—
Column 22 does not include all funds raised in the 1959-1960 Development Fund campaign but only alumni gifts, both cash and pledges. (Columns 16 and 17 also include some pledges.) In addition, $87,000 of column 22 was donated by Methodist churches in Oklahoma and thus includes some alumni gifts.

XAVIER UNIVERSITY—
Alumni were not actively solicited during the past year due to a decision to shift from a no-dues program accompanied by a development program to an annual giving program.

PROFESSIONAL OR SPECIALIZED INSTITUTIONS

The fifty-five institutions designated as "Professional or Specialized Institutions" present a problem when comparisons are made. They can hardly be equated with other categories, for there are fewer of them and their situations are distinctly unlike those of institutions in any other category. Neither can they be compared with themselves, for within the category the sub-categories indicate six very different types of institutions. For instance, the group of eleven Major Technological Institutions accounts for more than twice as many dollars from alumni as do all other forty-four institutions in the category combined.

And yet, as a category, the group reports a really spectacular rise in alumni giving. This year's records show that 67,429 alumni gave $6,815,522. A comparison of the forty-five institutions which reported both years shows a rise of $2,283,831. This represents a fifty percent increase: from $4,310,072 in 1958-1959 to $6,593,903 in 1959-1960.

A report from the American Medical Education Foundation gives additional information on alumni giving to medical schools. During 1959-1960 alumni contributed $4,355,408 directly to medical schools and indirectly through AMEF. This figure is considerably larger than the one reported for the medical schools category here because statistics for many schools are included in the reports for the universities of which they are a part.

The category leaders are listed below and statistics for each institution in the category follow.

NUMBER OF ALUMNI DONORS TO THE FUND

Moody Bible Institute	6,318
Teachers College of Columbia University	5,697
Illinois Institute of Technology	4,676
Rensselaer Polytechnic Institute	3,955
New York School of Social Work	3,718
Jefferson Medical College	3,304
Case Institute of Technology	3,156
Stevens Institute of Technology	3,060
Worcester Polytechnic Institute	2,812
Cooper Union	2,801

EFFECTIVENESS OF SOLICITATION

Col. of Osteopathic Med. & Surg. (Iowa)	65.4%
New York School of Social Work	63.5
Stevens Institute of Technology	52.0
Jefferson Medical College	50.9
Fletcher School of Law and Diplomacy	45.6
Worcester Polytechnic Institute	45.3
Rose Polytechnic Institute	44.6
Meharry Medical College	43.6
Colgate Rochester Divinity School	41.7
Biblical Seminary in New York	39.1

ALUMNI GIFTS TO THE ANNUAL FUND

Illinois Institute of Technology	$302,059
Kirksville College of Osteopathy	250,139
Moody Bible Institute	238,173
Col. of Osteopathic Phys. & Surg. (Calif.)	196,000
College of Medical Evangelists	165,919
Teachers College of Columbia University	160,507
Jefferson Medical College	137,439
Rensselaer Polytechnic Institute	135,260
Case Institute of Technology	121,662
Polytechnic Institute of Brooklyn	116,801

AVERAGE ALUMNI GIFT TO THE FUND

College of Medical Evangelists	$156.23
Kirksville College of Osteopathy	142.53
Chicago College of Osteopathy	133.28
Webb Institute of Naval Architecture	84.31
Col. of Osteopathic Med. & Surg. (Iowa)	79.48
Philadelphia College of Osteopathy	71.28
Hahnemann Medical College	65.83
Illinois Institute of Technology	64.60
Polytechnic Institute of Brooklyn	64.46
Bank Street College of Education	58.68

TOTAL ALUMNI GIVING

Rensselaer Polytechnic Institute	$1,469,123
Stevens Institute of Technology	1,452,646
Case Institute of Technology	493,408
Rose Polytechnic Institute	389,945
Moody Bible Institute	360,937
Illinois Institute of Technology	302,059
Kirksville College of Osteopathy	250,139
Worcester Polytechnic Institute	246,112
Col. of Osteopathic Phys. & Surg. (Calif.)	196,000
Cooper Union	185,676

TOTAL ALUMNI DONORS

Moody Bible Institute	6,412
Teachers College of Columbia University	5,697
Illinois Institute of Technology	4,676
Rensselaer Polytechnic Institute	3,971
Case Institute of Technology	3,537
Jefferson Medical College	3,304
Cooper Union	3,200
Stevens Institute of Technology	3,074
Worcester Polytechnic Institute	2,835
Pratt Institute	2,398

AVERAGE ALUMNI GIFT THROUGH ALL CHANNELS

Stevens Institute of Technology	$472.56
Rensselaer Polytechnic Institute	369.96
Rose Polytechnic Institute	341.45
Col. of Osteopathic Phys. & Surg. (Calif.)	186.31
College of Medical Evangelists	156.23
Kirksville College of Osteopathy	142.53
Case Institute of Technology	139.49
Chicago College of Osteopathy	133.28
Worcester Polytechnic Institute	86.81
Philadelphia Textile Institute	85.42

NON-ALUMNI PARENT GIVING

Barrington Bible College	$250,000
Philadelphia College of Osteopathy	157,988
Biblical Seminary in New York	95,984
New York Medical College	34.905
Wheelock College	5,797
Mills College of Education	4,220
Fletcher School of Law and Diplomacy	3,500
Bank Street College of Education	3,025
Kirksville College of Osteopathy	3,005
Col. of Osteopathic Med. & Surg. (Iowa)	1,892

GIFTS ELIGIBLE FOR MATCHING BY CORPORATIONS

Col. of Osteopathic Phys.& Surg. (Calif.)	$314,672
Biblical Seminary in New York	10,000
Case Institute of Technology	9,662
Clarkson College of Technology	7,218
Illinois Institute of Technology	5,250
Worcester Polytechnic Institute	4,981
Stevens Institute of Technology	4,421
Cooper Union	4,224
Polytechnic Institute of Brooklyn	4,121
Rose Polytechnic Institute	1,796

TOTAL GIFT SUPPORT FROM ALL SOURCES

Case Institute of Technology	$4,351,590
Hahnemann Medical College	3,803,428
Teachers College of Columbia University	3,019,613
Stevens Institute of Technology	2,672,930
Rensselaer Polytechnic Institute	2,453,960
College of Medical Evangelists	2,089,050
Illinois Institute of Technology	1,299,754
Worcester Polytechnic Institute	1,152,400
Polytechnic Institute of Brooklyn	806,013
Southern Baptist Theological Seminary	800,000

SUPPLEMENTARY NOTES

PROFESSIONAL OR SPECIALIZED INSTITUTIONS

MAJOR TECHNOLOGICAL INSTITUTIONS

CLARKSON COLLEGE OF TECHNOLOGY—
1959-1960 Annual Fund was joined with the capital campaign with emphasis on the capital pledge, but the opportunity to contribute to the Annual Fund.

MEDICAL SCHOOLS

HAHNEMANN MEDICAL COLLEGE—
The 1959 Annual Giving Fund campaign was cut short to allow for a Capital Fund campaign which is still in progress.

MEDICAL SPECIALTY SCHOOLS

COLLEGE OF OSTEOPATHIC MEDICINE AND SURGERY, IOWA—
Solicitation methods include fund raising efforts of the American Osteopathic Association. The alumni fund (column 11) includes both voluntary contributions from graduates and part of their state dues required by certain states. Column 20 includes gifts from auxiliaries of alumni clubs.

COLLEGE OF OSTEOPATHIC PHYSICIANS AND SURGEONS, CALIF.—
The Educational Fund is financed through a dues program to the Association which includes a given amount earmarked for the college. The 100% giving record reflects the mandatory Association "dues" paid by members.

OTHER SPECIALIZED INSTITUTIONS

GOLDEN GATE COLLEGE—
Since most alumni were part-time students and their sense of identification with the College is slight, they are not solicited; the major concentration is on graduates.

NEW YORK SCHOOL OF SOCIAL WORK—
Totals are included with Columbia University and thus are not included with this category.

RHODE ISLAND SCHOOL OF DESIGN—
The last Annual Fund solicitation was conducted in 1958-1959. Figures in columns 9-12 resulted from late arrival of contributions after June 30, 1959.

PROFESSIONAL OR SPECIALIZED INSTITUTIONS Major Technological Institutions

NAME OF INSTITUTION	(1) Year Annual Fund Started	(2) Inst. Fiscal Year Closes	(3) Fund Fiscal Year Closes	(4) No. of Months Active Solic.	(5) Solicitation Methods	(6) Purposes of Fund	(7) Estimate Total Living Alumni	(8) Alumni Solic. Through Fund	(9) No. of Alumni Donors to Fund	(10) Effectiveness of Solicitation	(11) Alumni Gifts to Annual Fund
CASE INST OF TECHNOLOGY OHIO	1942	6-30	6-30	12	AMP	USA	8,763	8,563	3,156	36.9%	$ 121,662
*CLARKSON COL OF TECHNOLOGY N Y	1938	6-30	6-30	3	MP	UA	7,500	5,000	880	17.6%	$ 9,919
COOPER UNION N Y	1947	6-30	6-30	8	AMP	U	10,000	7,601	2,801	36.9%	$ 83,192
ILL INST OF TECHNOLOGY ILL	1942	8-31	12-31	12	MP	U	21,000	13,000	4,676	36.0%	$ 302,059
POLYTECHNIC INST BROOKLYN N Y	1958	6-30	6-30	9	MPT	U	14,441	9,878	1,812	18.3%	$ 116,801
PRATT INST N Y	1937	6-30	6-30	5	M	U	25,000	20,407	2,372	11.6%	$ 39,335
RENSSELAER POLY INST N Y	1942	6-30	2-21	8	AMP	U	25,500	19,746	3,955	20.0%	$ 135,260
ROSE POLYTECHNIC INST IND	1951	7-31	6-30	9	AM	U		2,553	1,139	44.6%	$ 44,687
STEVENS INST OF TECHNOLOGY N J	1929	6-30	12-31	9	AMP	SA	6,400	5,887	3,060	52.0%	$ 90,054
WEBB INST OF NAVAL ARCH N Y	1921	4-01	4-01	12	M	U	558	558	159	28.5%	$ 13,405
WORCESTER POLYTECHNIC INST MASS	1924	6-30	6-30	7	MP	USAX	6,849	6,206	2,812	45.3%	$ 63,169
TOTALS							126,011	99,399	26,822	27.0%	$ 1,019,543

PROFESSIONAL OR SPECIALIZED INSTITUTIONS Private Teachers' Colleges

NAME OF INSTITUTION	(1) Year Annual Fund Started	(2) Inst. Fiscal Year Closes	(3) Fund Fiscal Year Closes	(4) No. of Months Active Solic.	(5) Solicitation Methods	(6) Purposes of Fund	(7) Estimate Total Living Alumni	(8) Alumni Solic. Through Fund	(9) No. of Alumni Donors to Fund	(10) Effectiveness of Solicitation	(11) Alumni Gifts to Annual Fund
BANK STREET COL OF EDUC N Y	1952	6-30	6-30	9	MP	U	950	808	213	26.4%	$ 12,498
BOUVE BOSTON SCHOOL MASS	1955	7-31	7-31	8	AM	US	2,289	1,847	604	32.7%	$ 5,593
ELIOT-PEARSON SCH MASS	1946	7-31	7-31	2	M	U	1,790	1,650	214	13.0%	$ 2,473
HEBREW TEACHERS COL MASS	1946			9	MPT	SC	300	300	98	32.7%	$ 1,450
MILLS COL OF EDUC N Y	1957	6-30	6-30	4	AMT	US	1,500	1,200	197	16.4%	$ 2,687
NATIONAL COL OF EDUC ILL	1951	6-30	6-30	10	AM	F	10,000	4,700	1,246	26.5%	$ 14,695
TEACHERS COL N Y	1950	6-30	6-30	8	MP	USX	125,000	74,000	5,697	7.7%	$ 160,507
WHEELOCK COL MASS	1951	6-30	6-30	8	AM	AU	5,882	4,200	1,368	32.6%	$ 12,658
TOTALS							147,711	88,705	9,637	10.9%	$ 212,561

PROFESSIONAL OR SPECIALIZED INSTITUTIONS Theological Seminaries

NAME OF INSTITUTION	(1) Year Annual Fund Started	(2) Inst. Fiscal Year Closes	(3) Fund Fiscal Year Closes	(4) No. of Months Active Solic.	(5) Solicitation Methods	(6) Purposes of Fund	(7) Estimate Total Living Alumni	(8) Alumni Solic. Through Fund	(9) No. of Alumni Donors to Fund	(10) Effectiveness of Solicitation	(11) Alumni Gifts to Annual Fund
BETHANY LUTH COL & THEOL S MINN	1948	6-30	6-30		MP	C	1,100	1,100	119	10.8%	$ 2,869
BIBLICAL SEM IN NEW YORK N Y	1948	5-31	5-31	12	AM	UFS	3,310	3,310	1,294	39.1%	$ 55,953
COLGATE ROCHESTER DIV SCH N Y	1952	4-30	4-30	4	MA	U	1,550	1,476	616	41.7%	$ 9,934
EASTERN BAPTIST THEOL SEM PA	1953	5-31	5-31	9	AMP	UAX	1,416	1,416	406	28.7%	$ 6,977
SOUTHERN BAPTIST THEOL SEM KY	1950	7-31	7-31						1,500		$ 10,000
UNION THEOL SEM VA	1956	3-30	10-31	2	A	X	2,200	1,882	531	28.2%	$ 4,932
INITED THEOL SEM OHIO	1954	6-30	6-30	12	M	U	1,400	1,400	151	10.8%	$ 2,919
TOTALS							10,976	10,584	4,617	29.5%	$ 93,584

PROFESSIONAL OR SPECIALIZED INSTITUTIONS Major Technological Institutions

(12) Average Alumni Gift to Fund	(13) Living Graduates	(14) Graduate Donors	(15) Percent of Graduates Giving	(16) Alumni Giving Not Credited to Fund	(17) Total of All Alumni Giving	(18) Total Alumni Donors to All Purposes	(19) Average Alumni Gift through All Channels	(20) Total Non-Alumni Parent Giving	(21) Total Gifts Eligible for Matching by Corporations	(22) Total Gift Support to Institution All Sources	(23) Alumni Gifts as Percent of Total Support
$ 38.55				$ 371,746	$ 493,408	3,537	$ 139.49		$ 9,662	$ 4,351,590	11.3%
$ 11.27				$ 49,585	$ 59,504	1,786	$ 33.32	$ 1,224	$ 7,218	$ 762,294	7.8%
$ 29.70				$ 102,484	$ 185,676	3,200	$ 58.02		$ 4,224	$ 667,970	27.6%
$ 64.60		4,326			$ 302,059	4,676	$ 64.59		$ 5,250	$ 1,299,754	23.2%
$ 64.46	14,441	1,812	12.5%	$ 2,223	$ 119,024	1,847	$ 64.45		$ 4,121	$ 806,013	14.8%
$ 16.58				$ 8,815	$ 48,150	2,398	$ 20.08		$ 919	$ 676,248	7.1%
$ 34.20	13,650			$ 1,333,863	$ 1,469,123	3,971	$ 369.96		$ 110	$ 2,453,960	59.9%
$ 39.23	2,476	1,129	45.6%	$ 345,258	$ 389,945	1,142	$ 341.45		$ 1,796	$ 611,560	63.8%
$ 29.43				$ 1,362,592	$ 1,452,646	3,074	$ 472.56	$ 1,279	$ 4,421	$ 2,672,930	54.3%
$ 84.31					$ 13,405	159	$ 84.31		$ 300	$ 42,000	31.9%
$ 22.46	5,615	2,551	45.4%	$ 182,943	$ 246,112	2,835	$ 86.81	$ 1,504	$ 4,981	$ 1,152,400	21.4%
$ 38.01	*	*	*	$ 3,759,509	$ 4,779,052	28,625	$ 166.95	$ 4,007	$ 43,002	$ 15,496,719	30.8%

PROFESSIONAL OR SPECIALIZED INSTITUTIONS Private Teachers' Colleges

(12) Average Alumni Gift to Fund	(13) Living Graduates	(14) Graduate Donors	(15) Percent of Graduates Giving	(16) Alumni Giving Not Credited to Fund	(17) Total of All Alumni Giving	(18) Total Alumni Donors to All Purposes	(19) Average Alumni Gift through All Channels	(20) Total Non-Alumni Parent Giving	(21) Total Gifts Eligible for Matching by Corporations	(22) Total Gift Support to Institution All Sources	(23) Alumni Gifts as Percent of Total Support
$ 58.68					$ 12,498	213	$ 58.68	$ 3,025		$ 35,561	35.1%
$ 9.26	1,727	587	34.0%	$ 869	$ 6,462	622	$ 10.39	$ 915		$ 17,156	37.7%
$ 11.56				$ 1,260	$ 3,733	218	$ 17.12	$ 1,345		$ 7,364	50.7%
$ 14.80					$ 1,450	98	$ 14.80				
$ 13.64	1,000				$ 2,687	197	$ 13.64	$ 4,220	$ 10	$ 40,890	6.5%
$ 11.79	4,000	1,112	27.8%	$ 3,545	$ 18,240	1,246	$ 14.63	$ 25	$ 10	$ 167,321	10.9%
$ 28.17					$ 160,507	5,697	$ 28.17		$ 56	$ 3,019,613	5.3%
$ 9.25				$ 6,970	$ 19,628	1,381	$ 14.28	$ 5,797	$ 5	$ 21,649	90.7%
$ 22.06	*	*	*	$ 12,644	$ 225,205	9,672	$ 23.28	$ 15,327	$ 81	$ 3,309,554	6.8%

PROFESSIONAL OR SPECIALIZED INSTITUTIONS Theological Seminaries

(12) Average Alumni Gift to Fund	(13) Living Graduates	(14) Graduate Donors	(15) Percent of Graduates Giving	(16) Alumni Giving Not Credited to Fund	(17) Total of All Alumni Giving	(18) Total Alumni Donors to All Purposes	(19) Average Alumni Gift through All Channels	(20) Total Non-Alumni Parent Giving	(21) Total Gifts Eligible for Matching by Corporations	(22) Total Gift Support to Institution All Sources	(23) Alumni Gifts as Percent of Total Support
$ 24.11				$ 5,000	$ 7,869					$ 90,155	8.7%
$ 43.24					$ 55,953	1,294	$ 43.42	$ 95,984	$ 10,000	$ 151,937	36.8%
$ 16.13				$ 1,450	$ 11,384	619	$ 18.40		$ 125	$ 126,327	9.0%
$ 17.18					$ 6,977	406	$ 17.18	$ 1,000		$ 76,476	9.1%
$ 6.67					$ 10,000					$ 800,000	1.3%
$ 9.29					$ 4,932	531	$ 9.29			$ 141,023	3.5%
$ 19.33	1,400	151	10.8%		$ 2,919	151	$ 19.33			$ 12,642	23.1%
$ 20.27	*	*	*	$ 6,450	$ 100,034	3,001	$ 27.38	$ 96,984	$ 10,125	$ 1,398,560	7.2%

PROFESSIONAL OR SPECIALIZED INSTITUTIONS Medical Schools

NAME OF INSTITUTION	(1) Year Annual Fund Started	(2) Inst. Fiscal Year Closes	(3) Fund Fiscal Year Closes	(4) No. of Months Active Solic.	(5) Solicitation Methods	(6) Purposes of Fund	(7) Estimate Total Living Alumni	(8) Alumni Solic. Through Fund	(9) No. of Alumni Donors to Fund	(10) Effectiveness of Solicitation	(11) Alumni Gifts to Annual Fund
*HAHNEMANN MED COL & HOSP PA	1931	5-31	5-31	3	AMP	UC	3,300	3,300	877	26.6%	$ 57,734
JEFFERSON MED COL OF PHILA PA	1948	5-31	6-30	9	A	F	6,730	6,495	3,304	50.9%	$ 137,439
COL OF MEDICAL EVANGELISTS CAL	1957	6-30	6-30	12	AMPT	UFSCX	5,733	5,733	1,062	18.5%	$ 165,919
MEHARRY MEDICAL COL TENN	1955	6-30	6-30	9	P	U	3,500	2,158	941	43.6%	$ 45,421
NEW YORK MEDICAL COL N Y	1958	6-30	6-30	4	M	U	3,300	3,300	785	23.8%	$ 36,706
TOTALS							22,563	20,986	6,969	33.2%	$ 443,219

PROFESSIONAL OR SPECIALIZED INSTITUTIONS Medical Specialty Schools

NAME OF INSTITUTION	(1) Year Annual Fund Started	(2) Inst. Fiscal Year Closes	(3) Fund Fiscal Year Closes	(4) No. of Months Active Solic.	(5) Solicitation Methods	(6) Purposes of Fund	(7) Estimate Total Living Alumni	(8) Alumni Solic. Through Fund	(9) No. of Alumni Donors to Fund	(10) Effectiveness of Solicitation	(11) Alumni Gifts to Annual Fund
CHICAGO COL OF OSTEOPATHY ILL	1943	6-30	6-30	12	M	UC	1,300	1,226	457	37.3%	$ 60,910
KIRKSVILLE COL OSTEOPATHY MO	1943	6-30	6-30	12	MP	UFSC	5,846	4,650	1,755	37.7%	$ 250,139
*COL OF OSTEO MED & SURG IOWA	1947	5-31	5-31	12	MP	U	1,600	1,600	1,046	65.4%	$ 83,133
*COL OSTEOPATHIC PHYS SURG CAL	1954	6-30	6-30	12	M	FX	2,600	1,052	1,052	100.0%	$ 196,000
PA STATE COL OF OPTOMETRY PA	1956	6-30	6-30	12	M	U	2,200	2,000	186	9.3%	$ 5,565
PHILA COL OF OSTEOPATHY PA	1946	5-31	5-31	12	MP	UCX	2,500	2,300	425	18.5%	$ 30,292
PHILA COL PHARMACY & SCI PA	1957	7-31	6-01	6	AM	U	6,000	5,550	1,672	30.1%	$ 34,050
SOUTHERN COL PHARMACY GA	1955	6-30	6-30	2	AMP	FC	1,550	1,045	133	12.7%	$ 6,331
TOTALS							23,596	19,423	6,726	34.6%	$ 666,420

PROFESSIONAL OR SPECIALIZED INSTITUTIONS Other Specialized Institutions

NAME OF INSTITUTION	(1) Year Annual Fund Started	(2) Inst. Fiscal Year Closes	(3) Fund Fiscal Year Closes	(4) No. of Months Active Solic.	(5) Solicitation Methods	(6) Purposes of Fund	(7) Estimate Total Living Alumni	(8) Alumni Solic. Through Fund	(9) No. of Alumni Donors to Fund	(10) Effectiveness of Solicitation	(11) Alumni Gifts to Annual Fund
AMER INST FOREIGN TRADE ARIZ	1947	6-30	6-30	12	M	A	3,490	2,600	552	21.2%	$ 5,640
BARRINGTON BIBLE COL R I	1950	6-30	6-30	12	M	UCA	2,287	2,237	525	23.5%	$ 9,315
BRYANT COL R I	1956	7-31	7-31	5	M	S	30,000	8,500	137	1.6%	$ 1,338
CENTRAL WESLEYAN COL S C	1959	8-31		Alumni Fund Merged with Capital Campaign							
DICKINSON SCHOOL OF LAW PA	1958	4-15	6-01	6	M	U	3,500	2,790	185	6.6%	$ 7,867
FLETCHER SCH LAW DIPLOMACY MASS	1959	6-30	6-30	12	AMPT	X	1,035	934	426	45.6%	$ 9,913
*GOLDEN GATE COL CAL	1954	6-30	6-30	12	APT	USC	20,000	2,100	153	7.3%	$ 2,315
INDIANA TECHNICAL COL IND	1956	8-31	8-31	3	MP	U	4,500	4,000	574	14.4%	$ 8,373
MILWAUKEE SCHOOL OF ENGRG WIS	1954	6-30		Alumni Fund Joined with Three-Year Development Program							
MOODY BIBLE INST ILL	1949	12-31	12-31	12	M	U		33,478	6,318	18.9%	$ 238,173
*NEW YORK SCH SOCIAL WORK N Y	1951	6-30	12-31	2	PMT	UX	10,000	5,852	3,718	63.5%	$ 46,989
NICHOLS COL OF BUS ADMIN MASS	1960	6-30	12-31	11	M	A	2,374	2,289	271	11.8%	$ 8,551
PHILADELPHIA TEXTILE INST PA	1950	5-31	12-31	12	AMP	U	5,083	4,145	744	17.9%	$ 25,684
*RHODE ISLAND SCH DESIGN R I	1944	6-30	6-30			U	3,700	3,400	151	4.4%	$ 3,404
ROCHESTER INST TECHNOLOGY N Y	1942	6-30	6-30	5	AMP	UXS	14,000	10,500	900	8.6%	$ 17,419
VENNARD COL IOWA	1954	7-31	7-31	12	M	USA	2,537	1,786	245	13.7%	$ 7,571
TOTALS							92,506	78,759	11,181	14.2%	$ 345,563
GRAND TOTALS							423,363	317,856	65,952	20.3%	$ 2,780,890

PROFESSIONAL OR SPECIALIZED INSTITUTIONS Medical Schools

(12) Average Alumni Gift to Fund	(13) Living Graduates	(14) Graduate Donors	(15) Percent of Graduates Giving	(16) Alumni Giving Not Credited to Fund	(17) Total of All Alumni Giving	(18) Total Alumni Donors to All Purposes	(19) Average Alumni Gift through All Channels	(20) Total Non-Alumni Parent Giving	(21) Total Gifts Eligible for Matching by Corporations	(22) Total Gift Support to Institution All Sources	(23) Alumni Gifts as Percent of Total Support
$ 65.83				$ 7,467	$ 65,201	1,119	$ 58.27		$ 1,200	$ 3,803,428	1.7%
$ 41.60					$ 137,439	3,304	$ 41.59		$ 200	$ 232,646	59.0%
$ 156.23					$ 165,919	1,062	$ 156.23			$ 2,089,050	7.9%
$ 48.27	3,500	941	26.9%		$ 45,421	941	$ 48.27				
$ 46.76					$ 36,706	785	$ 46.76	$ 34,905	$ 50		
$ 63.60	*	*	*	$ 7,467	$ 450,686	7,211	$ 62.50	$ 34,905	$ 1,450	$ 6,125,124	6.0%

PROFESSIONAL OR SPECIALIZED INSTITUTIONS Medical Specialty Schools

(12) Average Alumni Gift to Fund	(13) Living Graduates	(14) Graduate Donors	(15) Percent of Graduates Giving	(16) Alumni Giving Not Credited to Fund	(17) Total of All Alumni Giving	(18) Total Alumni Donors to All Purposes	(19) Average Alumni Gift through All Channels	(20) Total Non-Alumni Parent Giving	(21) Total Gifts Eligible for Matching by Corporations	(22) Total Gift Support to Institution All Sources	(23) Alumni Gifts as Percent of Total Support
$ 133.28					$ 60,910	457	$ 133.28	$ 500		$ 80,485	75.7%
$ 142.53					$ 250,139	1,755	$ 142.53	$ 3,005		$ 533,492	46.9%
$ 79.48	1,600	1,046	65.3%		$ 83,133	1,046	$ 79.46	$ 1,892		$ 85,025	97.7%
$ 186.31	2,600	1,052	40.5%		$ 196,000	1,052	$ 186.31		$ 314,672	$ 510,672	38.4%
$ 29.92	2,200	186	8.5%	$ 1,635	$ 7,200	226	$ 31.86	$ 50		$ 18,000	40.0%
$ 71.28					$ 30,292	425	$ 71.28	$ 157,988		$ 188,280	16.1%
$ 20.36					$ 34,050	1,672	$ 20.36			$ 34,050	100.0%
$ 47.60					$ 6,331					$ 22,851	
$ 99.08	*	*	*	$ 1,635	$ 668,055	6,633	$ 99.76	$ 163,435	$ 314,672	$ 1,472,855	45.6%

PROFESSIONAL OR SPECIALIZED INSTITUTIONS Other Specialized Institutions

(12) Average Alumni Gift to Fund	(13) Living Graduates	(14) Graduate Donors	(15) Percent of Graduates Giving	(16) Alumni Giving Not Credited to Fund	(17) Total of All Alumni Giving	(18) Total Alumni Donors to All Purposes	(19) Average Alumni Gift through All Channels	(20) Total Non-Alumni Parent Giving	(21) Total Gifts Eligible for Matching by Corporations	(22) Total Gift Support to Institution All Sources	(23) Alumni Gifts as Percent of Total Support
$ 10.22					$ 5,640	552	$ 10.22		$ 35	$ 62,572	9.0%
$ 17.74	1,591	444	28.0%	$ 18,493	$ 27,808	525	$ 52.97	$ 250,000	$ 100	$ 255,000	11.0%
$ 9.77	30,000	137	.5%		$ 1,338	137	$ 9.77			$ 17,430	7.7%
	1,900			$ 3,416	$ 3,416	45	$ 75.90		$ 500	$ 50,637	6.7%
$ 42.52				$ 50,625	$ 58,492	820	$ 71.33			$ 59,492	98.4%
$ 23.27	950	420	44.2%		$ 9,913	426	$ 23.27	$ 3,500	$ 100	$ 111,977	8.1%
$ 15.13	2,100	153	7.3%	$ 300	$ 2,615	155	$ 16.87			$ 16,759	15.6%
$ 14.59					$ 8,373	574	$ 14.59		$ 611	$ 182,859	4.6%
					$ 5,490	178	$ 30.84			$ 639,964	.9%
$ 37.70				$ 122,764	$ 360,937	6,412	$ 56.29				
$ 12.64										$ 224,000	%
$ 31.55					$ 8,551	271	$ 31.55				
$ 34.52				$ 42,000	$ 67,684	794	$ 85.42	$ 60	$ 790	$ 99,046	68.3%
$ 22.54					$ 3,404	151	$ 22.54			$ 3,404	100.0%
$ 19.35					$ 17,419	900	$ 19.36		$ 241		
$ 30.90				$ 3,839	$ 11,410	347	$ 32.88			$ 54,697	20.8%
$ 30.91	*	*	*	$ 241,437	$ 592,490	12,287	$ 48.22	$ 253,560	$ 2,377	$ 1,553,837	13.2%
$ 42.17	*	*	*	$ 4,029,142	$ 6,815,522	67,429	$ 100.72	$ 568,218	$ 371,707	$ 29,356,649	21.6%

* Because less than one-third of the Professional or Specialized Institutions reporting gave statistics on graduate giving, the totals for these columns are not presented with the other totals. They are recorded here with the reservation that they represent only a portion of the possible total.

	Living Graduates	Graduate Donors	% of Grad. Giving
Major Tech. Inst.	36,182	9,818	24.4%
Private Teachers Col.	6,727	1,699	29.7
Theological Sem.	1,400	151	10.8
Medical Sch.	3,500	941	26.9
Medical Specialty Sch.	6,400	2,284	35.7
Other Specialized Inst.	36,541	1,154	3.3
TOTAL PROF OR SPEC.	90,750	16,047	15.8%

JUNIOR COLLEGES

The twenty-four Junior Colleges reporting to this survey represent a very small fraction of the total. They comprise the smallest category of American institutions in the survey and they show the lowest figures for alumni giving—$553,389 from 21,581 alumni.

In still another sense these twenty-four colleges are a minority, for they represent a very small segment of the 663 junior colleges in the United States. More than half of these are public institutions where the need for alumni support has not been recognized or emphasized. And junior colleges as a whole have problems peculiar to their breed: a high percentage of part-time enrollment, former students who lack identification with the college, inadequate resources to conduct a real alumni program.

Twenty-one junior colleges reported both 1958-1959 and 1959-1960. The total alumni giving reported to this survey by these twenty-one institutions is $4,300 less than the figure for 1958-1959: $504,887 in 1959-1960 as compared to $509,187 in 1958-1959.

NUMBER OF ALUMNI DONORS TO THE FUND

Stephens College	3,719
Colby Junior College	1,630
Bradford Junior College	1,592
North Dakota State School of Science	1,501
Christian College	1,245

EFFECTIVENESS OF SOLICITATION

Colby Junior College	31.0%
Bradford Junior College	28.3
Bennett College	25.0
Pine Manor Junior College	23.3
Monticello College	23.2

ALUMNI GIFTS TO THE ANNUAL FUND

Bennett College	$57,807
Bradford Junior College	25,652
Monticello College	22,188
Colby Junior College	22,102
Stephens College	21,064

JUNIOR COLLEGES

NAME OF INSTITUTION		(1) Year Annual Fund Started	(2) Inst. Fiscal Year Closes	(3) Fund Fiscal Year Closes	(4) No. of Months Active Solic.	(5) Solicitation Methods	(6) Purposes of Fund	(7) Estimate Total Living Alumni	(8) Alumni Solic. Through Fund	(9) No. of Alumni Donors to Fund	(10) Effectiveness of Solicitation	(11) Alumni Gifts to Annual Fund
BENNETT COL	N Y	1951	6-30	6-30	9	M	U	4,090	3,450	861	25.0%	$ 57,807
BRADFORD J C	MASS	1946	6-30	6-30	8	A	SC	6,000	5,620	1,592	28.3%	$ 25,652
CENTENARY COL FOR WOMEN	N J	1950	6-16	6-15	7	MA	U		4,843	824	17.0%	$ 4,997
CHOWAN COL	N C		6-30					3,500				
CHRISTIAN COL	MO	1958	6-30	6-30	5	MP	C	7,400	6,200	1,245	20.1%	$ 13,471
*COLBY J C FOR WOMEN	N H	1939	6-30	6-30	5	AM	USX	5,460	5,261	1,630	31.0%	$ 22,102
DEAN J C	MASS	1951	6-30	9-15	10	MA	A	5,100	5,100	977	19.2%	$ 9,594
FERRUM J C	VA	1956	5-31	5-31	3	AM	X	5,000	2,100	102	4.9%	$ 1,303
FRIENDS BIBLE COL	KAN	1918	6-30		Alumni Fund Merged with General Campaign							
GARLAND J C	MASS	1957	6-30	6-30	7	AMP	U	2,600	2,300	450	19.6%	$ 4,951
GREEN MOUNTAIN COL	VT	1959	6-30	6-30	6	MA	U	6,000	4,980	737	14.8%	$ 6,059
LEICESTER J C	MASS	1957	6-30	6-30	9	MP	UCA	1,000	775	70	9.0%	$ 204
MIDWAY J C	KY	1906	6-30	8-31	12	M	SC	3,500	1,500	180	12.0%	$ 1,187
MONTICELLO COL	ILL	1949	6-30	8-31	9	MP	UF	5,000	4,800	1,112	23.2%	$ 22,188
N DAKOTA STATE SCH SCIENCE	N D	1938	6-30	6-30	7	MP	SA	15,000	7,200	1,501	20.8%	$ 9,000
PINE MANOR J C	MASS	1956	6-30	6-30	7	AM	C	4,800	3,899	909	23.3%	$ 17,317
REINHARDT COL	GA	1947	7-31	3-31	12	AM	UCA	2,000	1,500	139	9.3%	$ 5,179
SPRING ARBOR J C	MICH		6-30		Alumni Fund Merged with Capital Campaign							
STEPHENS COL	MO	1950	6-30	6-30	6	MP	F	29,000	26,865	3,719	13.8%	$ 21,064
STRATFORD COL	VA	1949	6-30	6-30	9	M	FSA		2,520	501	19.9%	$ 4,997
*UNION J C	N J	1959	5-31	5-31	1	M	U	10,000	2,500	26	1.0%	$ 257
WENTWORTH INST	MASS	1957	6-30	6-30	6	APM	U	11,900	8,156	915	11.2%	$ 16,528
WESLEY COL	DEL	1959	6-30	9-01	5	MP	A	2,700	2,486	222	8.9%	$ 2,376
WESTBROOK J C	ME	1956	6-30	6-30	12	AM	AU	4,325	3,638	674	18.5%	$ 3,261
TOTALS								**134,375**	**105,693**	**18,386**	**17.4%**	**$ 249,494**

AVERAGE ALUMNI GIFT TO THE FUND

Bennett College	$67.14
Reinhardt College	37.26
Monticello College	19.95
Pine Manor Junior College	19.05
Wentworth Institute	18.06

TOTAL ALUMNI GIVING

Bennett College	$113,500
Monticello College	87,508
Spring Arbor Junior College	37,607
Bradford Junior College	35,443
Stephens College	31,566

TOTAL ALUMNI DONORS

Stephens College	3,890
North Dakota State School of Science	2,901
Colby Junior College	1,630
Bradford Junior College	1,611
Christian College	1,272

AVERAGE ALUMNI GIFT THROUGH ALL CHANNELS

Leicester Junior College	$331.50
Bennett College	130.91
Spring Arbor Junior College	124.94
Reinhardt College	115.51
Chowan College	100.00

NON-ALUMNI PARENT GIVING

Bradford Junior College	$27,601
Garland Junior College	26,589
Bennett College	25.554
Stephens College	21,269
Pine Manor Junior College	11,130

GIFTS ELIGIBLE FOR MATCHING BY CORPORATIONS

Union Junior College	$1,404
Bennett College	1,000
Wentworth Institute	651
Bradford Junior College	505
Reinhardt College	200

TOTAL GIFT SUPPORT

Ferrum Junior College	$254,319
Chowan College	223,000
Colby Junior College	222,825
Wesley College	222,697
North Dakota State School of Science	171,012

SUPPLEMENTARY NOTES

COLBY JUNIOR COLLEGE—
The capital gifts campaign is in its third year.

UNION JUNIOR COLLEGE—
The Alumni Fund was conducted on a limited basis; only persons not paying off building fund pledges were approached.

JUNIOR COLLEGES

(12) Average Alumni Gift to Fund	(13) Living Graduates	(14) Graduate Donors	(15) Percent of Graduates Giving	(16) Alumni Giving Not Credited to Fund	(17) Total of All Alumni Giving	(18) Total Alumni Donors to All Purposes	(19) Average Alumni Gift through All Channels	(20) Total Non-Alumni Parent Giving	(21) Total Gifts Eligible for Matching by Corporations	(22) Total Gift Support to Institution All Sources	(23) Alumni Gifts as Percent of Total Support
$ 67.14				$ 55,693	$ 113,500	867	$ 130.91	$ 25,554	$ 1,000	$ 157,214	72.1%
$ 16.11				$ 9,648	$ 35,443	1,611	$ 22.00	$ 27,601	$ 505	$ 97,574	36.3%
$ 6.06				$ 9,047	$ 14,044	835	$ 16.82	$ 1,775	$ 20	$ 16,237	86.5%
				$ 15,000	$ 15,000	150	$ 100.00			$ 223,000	6.7%
$ 10.82				$ 485	$ 13,956	1,272	$ 10.97	$ 122	$ 10	$ 45,382	30.8%
$ 13.56					$ 22,102	1,630	$ 13.56	$ 7,342		$ 222,825	9.9%
$ 9.82	5,100	977	19.2%		$ 9,594	977	$ 9.82	$ 25	$ 20	$ 9,639	99.5%
$ 12.77				$ 5,120	$ 6,423	160	$ 40.14		$ 25	$ 254,319	2.5%
					$ 13,150	303	$ 43.10			$ 37,000	35.5%
$ 11.00				$ 2,000	$ 6,951	450	$ 15.40	$ 26,589		$ 33,540	20.7%
$ 8.22				$ 247	$ 6,306	758	$ 8.32	$ 170	$ 90	$ 23,373	26.9%
$ 2.91				$ 23,000	$ 23,204	70	$ 331.50			$ 73,204	31.1%
$ 6.59				$ 1,116	$ 2,303	199	$ 11.57	$ 5		$ 61,247	3.8%
$ 19.95				$ 65,320	$ 87,508	1,121	$ 78.06	$ 4,910		$ 126,261	69.3%
$ 6.00				$ 4,250	$ 13,250	2,901	$ 4.56		$ 100	$ 171,012	7.7%
$ 19.05				$ 4,047	$ 21,364	917	$ 23.30	$ 11,130		$ 36,344	58.3%
$ 37.26				$ 12,841	$ 18,020	156	$ 115.51	$ 10	$ 200	$ 142,134	12.7%
					$ 37,607	301	$ 124.94			$ 76,923	48.9%
$ 5.66				$ 10,502	$ 31,566	3,890	$ 8.01	$ 21,269	$ 40	$ 159,428	19.7%
$ 9.97				$ 3,150	$ 8,147	502	$ 16.20		$ 15	$ 15,093	53.9%
$ 9.88				$ 9,021	$ 9,278	376	$ 24.67		$ 1,404	$ 105,268	8.8%
$ 18.06					$ 16,528	915	$ 18.06	$ 10	$ 651	$ 118,243	14.0%
$ 10.70				$ 22,508	$ 24,884	546	$ 45.94	$ 695		$ 222,697	11.2%
$ 4.84					$ 3,261	674	$ 4.84		$ 10	$ 3,384	96.4%
$ 13.57	*	*	*	$ 252,995	$ 553,389	21,581	$ 25.64	$ 127,207	$ 4,090	$ 2,431,341	22.8%

* Because only one junior college gave figures for graduates, no totals are given for these columns.

INDEPENDENT SECONDARY SCHOOLS

An even one hundred Independent Secondary Schools responded to the 1959-1960 survey and reported total alumni giving of $14,297,891 from 82,110 alumni. This is a new record for this category; comparison of the figures of the eighty-five schools which reported both years shows that the increase from $9,475,260 in 1958-1959 to $13,704,239 in 1959-1960 was an impressive one indeed.

Secondary schools set other records too. Their effectiveness of solicitation of 31.8% was second only to Private Women's Colleges. They recorded an average alumni gift through all channels of $171.97, the highest of any category. And their parent giving total of $6,606,084 also ranked highest.

The leading secondary schools in the various areas are listed below, followed by statistics for each of the 100 schools.

NUMBER OF ALUMNI DONORS TO THE FUND

Phillips Exeter Academy	5,659
Phillips Academy	5,194
Punahou School	3,212
Deerfield Academy	3,020
St. Paul's School (N.H.)	2,603
Mount Hermon School	2,444
Northfield School for Girls	2,282
Hill School	2,245
St. Ignatius High School (Ohio)	2,151
Choate School	1,973

EFFECTIVENESS OF SOLICITATION

Belmont Hill School	72.3%
Williston Academy	60.3
Milton Academy	60.1
Deerfield Academy	58.0
St. Paul's School (N.H.)	57.6
Noble and Greenough School	57.1
Groton School	54.3
Taft School	52.5
Phillips Exeter Academy	46.0
Thacher School	45.4

ALUMNI GIFTS TO THE ANNUAL FUND

Baylor School	$195,828
Milwaukee-Downer Seminary	184,426
Phillips Academy	175,526
Deerfield Academy	130,315
Hotchkiss School	120,810
Asheville School	116,464
Phillips Exeter Academy	112,717
St. Paul's School (N.H.)	96,161
Hill School	83,356
Westover School	71,772

AVERAGE ALUMNI GIFT TO THE FUND

Baylor School	$5,595.08
Milwaukee-Downer Seminary	625.17
Asheville School	217.28
Stony Brook School	96.30
Westover School	80.64
Thacher School	77.28
Hotchkiss School	69.67
Riverdale Country School	65.46
Oldfield School	65.03
Ethel Walker School	58.37

TOTAL ALUMNI GIVING

Phillips Academy	1,893,857
Miss Porter's School	1,131,301
Lawrenceville School	824,691
Mercersburg Academy	765,496
Phillips Exeter Academy	551,730
Taft School	504,049
Loomis Institute	461,111
Hill School	450,740
Hotchkiss School	439,667
Milton Academy	397,524

TOTAL ALUMNI DONORS

Phillips Exeter Academy	5,800

Phillips Academy	5,194
Punahou School	3,388
Deerfield Academy	3,022
St. Paul's School	2,678
Mount Hermon School	2,466
Northfield School for Girls	2,400
Hill School	2,269
St. Ignatius High School (Ohio)	2,151
Choate School	2,032

AVERAGE ALUMNI GIFT THROUGH ALL CHANNELS

Baylor School	$5,595.08
The Gunnery	1,084.11
Milwaukee-Downer Seminary	946.65
Lawrenceville School	775.81
Miss Porter's School	616.84
Mercersburg Academy	566.61
Phillips Academy	364.62
Loomis Institute	326.57
Germantown Friends School	301.18
Groton School	284.17

NON-ALUMNI PARENT GIVING

Miss Porter's School	541,457
Phillips Exeter Academy	327,395
Concord Academy	323,646
Milton Academy	270,827
Lawrenceville School	225,734
Phillips Academy	220,000
The Gunnery	206,998
Culver Military Academy	204,813
Germantown Friends School	201,424
Brearley School	168,746

GIFTS ELIGIBLE FOR MATCHING BY CORPORATIONS

Phillips Academy	$8,500
Rosemary Hall	4,000
Cranbrook School	3,242
Louise S. McGehee School	3,000
Kingswood School Cranbrook	3,000
Hotchkiss School	2,998
Groton School	2,402
Deerfield Academy	2,020
Kent Place School	1,940
Milton Academy	1,934

TOTAL GIFT SUPPORT

Phillips Academy	$2,125,998
Miss Porter's School	1,672,909
Deerfield Academy	1,663,472
Lawrenceville School	1,197,229
Mercersburg Academy	972,933
Phillips Exeter Academy	879,505
Milton Academy	704,350
Germantown Friends School	621,500
The Gunnery	619,981
Hill School	593,362

SUPPLEMENTARY NOTES
INDEPENDENT SECONDARY SCHOOLS

BAYLOR SCHOOL—
Since a pledge is figured in its entirety in the year in which it is made, these figures include neither donors who made payments on pledges this year nor the payments they made.

EMMA WILLARD SCHOOL—
The School is currently engaged in a ten-year program, "The Second Century Fund" (1954-1964), of which the Alumnae Fund is a part.

MARMION MILITARY ACADEMY—
The Alumni Fund is joined with the Capital Campaign.

MILTON ACADEMY—
During the final three months of fund solicitation a capital campaign was also in progress.

MILWAUKEE-DOWNER SEMINARY—
The Alumnae Fund is joined with a building fund drive.

MOUNT HERMON SCHOOL—
Column 22 shows only those gifts designated for Mount Hermon School. Most gifts which are not contributed by alumni are received by the Northfield Schools Corporation, the governing body which directs both Mount Hermon and Northfield School for Girls. Thus, in addition to the figures shown in column 22 for Mount Hermon and Northfield, $1,164,012 was received by the Northfield Schools Corporation. This figure has been added to the column 22 sub-total for secondary schools and to the grand total for column 22.

NORTHFIELD SCHOOL FOR GIRLS—
See note for Mount Hermon School.

ST. MARK'S SCHOOL, MASSACHUSETTS—
Columns 17-20 are the figures for the three-year Development Program.

ST. PAUL'S SCHOOL, NEW HAMPSHIRE—
In 1960 the School changed its fiscal year so that the figure in column 22 includes the 1959 Fund gift of $63,000 and not the 1960 Fund total shown in column 11.

WAYLAND ACADEMY—
This was the last year of a three-year drive for Chapel funds; most large gifts and pledges came in the previous years.

WESTRIDGE SCHOOL—
Money shown in column 18 was raised at a scholarship ball attended by alumnae, parents and friends.

INDEPENDENT SECONDARY SCHOOLS

NAME OF INSTITUTION		(1) Year Annual Fund Started	(2) Inst. Fiscal Year Closes	(3) Fund Fiscal Year Closes	(4) No. of Months Active Solic.	(5) Solicitation Methods	(6) Purposes of Fund	(7) Estimate Total Living Alumni	(8) Alumni Solic. Through Fund	(9) No. of Alumni Donors to Fund	(10) Effectiveness of Solicitation	(11) Alumni Gifts to Annual Fund
ABBOT ACAD	MASS	1938	6-30	6-30	8	AM	UFSC	3,450	3,400	1,162	34.2%	$ 19,093
ADMIRAL FARRAGUT ACAD	N J	1947	8-31	6-30	8	AM	UCA	2,025	1,900	294	15.5%	$ 4,147
ANNIE WRIGHT SEM	WASH	1958	8-31	8-31	1	M	S	950	920	215	23.4%	$ 2,409
ASHEVILLE SCH	N C	1957	6-30	6-30	4	AM	UFSCAX	2,081	1,439	536	37.2%	$ 116,464
AVON OLD FARMS	CONN	1955	5-31	5-31	2	AMPT	UFSAX	1,200	950	271	28.5%	$ 5,434
*BAYLOR SCH	TENN	1957	6-30	12-30	12	MP	C	3,500	3,500	35	1.0%	$ 195,828
BELMONT HILL SCH	MASS	1954	8-31	6-30	9	AMP	UFSCA	925	875	633	72.3%	$ 14,336
BERKSHIRE SCH	MASS	1956	6-30	6-30	5	AMP	FSC	2,525	1,460	305	20.9%	$ 8,900
BLAIR ACAD	N J	1954	7-31	7-31	6	AM	USX	6,133	4,183	688	16.4%	$ 10,271
BREARLEY SCH	N Y	1923	6-30	6-30	8	A	UFSX	2,640	2,400	865	36.0%	$ 17,596
CHAPIN SCH	N Y	1956	10-30	10-30	12	AM	SAX	2,000	1,811	673	37.2%	$ 9,445
CHATHAM HALL	VA	1955	6-30	6-30	4	AP	UFS	1,950	1,600	572	35.8%	$ 11,483
CHOATE SCH	CONN	1943	6-30	6-30	9	AM	UFSCX	4,953	4,524	1,973	43.6%	$ 49,529
COLUMBUS ACAD	OHIO	1953	8-30	8-30	6	M	UFSCX	867	700	139	19.9%	$ 4,146
CONCORD ACAD	MASS	1956	7-31	7-31	2	AMP	U	1,000	788	246	31.2%	$ 3,141
CRANBROOK SCH	MICH	1946	6-30	6-30	4	MP	S	2,170	1,732	525	30.3%	$ 10,461
CULVER MILITARY ACAD	IND	1957	8-31	8-31	3	AM	FSX	10,000	7,858	1,642	20.9%	$ 52,388
CUSHING ACAD	MASS	1959	7-31	7-31	5	AMP	FSC	4,833	4,199	1,130	26.9%	$ 12,585
DANA HALL SCH	MASS	1955	6-30	6-30	8	AM	C	6,000	5,500	1,670	30.4%	$ 56,185
DEERFIELD ACAD	MASS	1952	8-31	8-31	9	AM	U	5,262	5,208	3,020	58.0%	$ 130,315
DEVEAUX SCH	N Y	1959	7-31	12-31	6	M	U	800	750	50	6.7%	$ 1,491
DWIGHT SCH	N J	1954	6-30	6-30	12	M	FS	1,550	1,550	310	20.0%	$ 3,872
*EMMA WILLARD SCH	N Y	1945	6-30	6-30	8	AM	UFS	4,597	4,191	1,413	33.7%	$ 26,380
EPISCOPAL ACAD	PA	1948	6-30	6-30	4	AM	UC	2,600	2,010	741	36.9%	$ 10,869
ETHEL WALKER SCH	CONN	1954	6-30	12-31	2	M	USCAFX	2,137	1,789	442	24.7%	$ 25,799
ETHICAL CULTURE SCH	N Y	1952	6-30	12-31	6	M	S	3,300	3,000	800	26.7%	$ 22,250
FOUNTAIN VALLEY SCH	COLO	1954	8-31	8-31	2	M	S	856	784	140	17.9%	$ 3,446
FRIENDS SCH	DEL	1927	6-30	6-30	9	M	FAX	2,100	1,750	457	26.1%	$ 8,386
GEORGE SCH	PA	1949	7-31	7-31	5	AMP	U	5,500	5,500	1,538	28.0%	$ 37,000
GERMANTOWN FRIENDS SCH	PA	1947	8-31		Annual Giving Fund Merged with Capital Campaign							
GROTON SCH	MASS	1923	6-30	2-28	4	AP	SXF	1,740	1,740	945	54.3%	$ 45,135
GUNNERY THE	CONN	1952	6-30	6-30	Alumni Fund Merged with Capital Campaign							
MISS HALLS SCH	MASS	1950	7-31	7-31	9	MP	USA	1,800	1,650	426	25.8%	$ 19,294
HEBRON ACAD	ME	1954	7-01	5-15	8	AP	U	4,297	3,450	383	11.1%	$ 6,049
HILL SCH	PA	1933	8-30	12-31	3	AP	FSCAX	5,514	5,514	2,245	40.7%	$ 83,356
HOLDERNESS SCH FOR BOYS	N H	1952	7-31		Alumni Fund Merged with Development Fund Campaign							
HOLTON ARMS SCH	D C	1954	6-30	6-30	6	AM	ASC	4,078	1,846	418	22.6%	$ 3,683
HOTCHKISS SCH	CONN	1948	6-30	6-30	8	A	U	4,800	4,116	1,734	42.1%	$ 120,810
KENT PLACE SCH	N J	1954	6-30	6-30	6	AM	F	2,090	1,843	478	25.9%	$ 4,476
KIMBALL UNION ACAD	N H	1957	7-31	4-30	6	AM	S	2,850	2,477	537	21.7%	$ 8,002
KINGSWOOD SCH CRANBROOK	MICH	1955	6-30	6-30	3	MP	U	1,675	1,107	266	24.0%	$ 4,927
LAWRENCEVILLE SCH	N J	1938	6-30		Alumni Fund Merged with Capital Campaign							
LINCOLN SCH OF PROVIDENCE	R I	1958	6-30	6-30	3	PMT	FC	1,964	1,964	387	19.7%	$ 6,950
LOOMIS INST	CONN	1920	6-30	6-30	5	AMP	S	3,411	3,232	1,412	43.7%	$ 20,403
LOUISE S MCGEHEE SCH	LA	1957	6-30	6-30	1	A	U	1,200	1,200	113	9.4%	$ 1,435
MADEIRA SCH	VA	1959	6-30	6-30	8	A	UFSAX	3,250	2,500	524	21.0%	$ 17,102
*MARMION MILITARY ACAD	ILL	1956	6-30	6-30	11	MP	C	899	765	187	24.4%	$ 3,396
MARY C WHEELER SCH	R I	1952	6-30	6-30	Annual Giving Fund Merged with Three-Year Development Fund							
MASTERS SCH	N Y	1953	8-31	8-31	9	AM	UFSAX	4,531	4,312	1,684	39.1%	$ 39,607
MAUMEE VALLEY COUN DAY SCH	OHIO	1959	8-31	8-31	6	AM	ASX	700	650	140	21.5%	$ 1,924
MCCALLIE SCH	TENN	1946	8-31	5-31	7	AMPT	FSX	4,300	3,700	416	11.2%	$ 14,604
MERCERSBURG ACAD	PA	1949	6-30		Alumni Fund Merged with Capital Campaign							
*MILTON ACAD	MASS	1936	6-30	12-31	9	MA	UFASC	3,150	3,114	1,871	60.1%	$ 60,423
*MILWAUKEE DOWNER SEM	WIS	1950	7-31	7-31	5	PT	CX	2,000	1,750	295	16.9%	$ 184,426
MILWAUKEE UNIV SCH	WIS	1959	6-30	6-30	4	M	U	1,500	1,500	180	12.0%	$ 6,100
MORAVIAN SEM FOR GIRLS	PA	1957	6-30	6-30	9	MP	CAX	1,200	1,000	150	15.0%	$ 3,408
*MOUNT HERMON SCH	MASS	1903	6-30	6-30	12	AMP	U	11,000	10,000	2,444	24.4%	$ 60,524
NEW HAMPTON SCH	N H	1958	6-30	8-31	9	AMP	UC	4,000	3,200	286	8.9%	$ 7,361

(12) Average Alumni Gift to Fund	(13) Living Graduates	(14) Graduate Donors	(15) Percent of Graduates Giving	(16) Alumni Giving Not Credited to Fund	(17) Total of All Alumni Giving	(18) Total Alumni Donors to All Purposes	(19) Average Alumni Gift through All Channels	(20) Total Non-Alumni Parent Giving	(21) Total Gifts Eligible for Matching by Corporations	(22) Total Gift Support to Institution All Sources	(23) Alumni Gifts as Percent of Total Support
$ 16.43					$ 19,093	1,162	$ 16.43	$ 19,136		$ 43,913	43.5%
$ 14.11	2,025	294	14.5%		$ 4,147	294	$ 14.11	$ 34,000		$ 38,147	10.8%
$ 11.20				$ 1,015	$ 3,424	216	$ 15.85	$ 16,540		$ 34,207	10.0%
$ 217.28	1,173	462	39.3%		$ 116,464	536	$ 217.28	$ 21,578		$ 154,848	75.2%
$ 20.05					$ 5,434	271	$ 20.05	$ 55,940		$ 61,374	8.9%
$5,595.08					$ 195,828	35	$5,595.08	$ 5,818		$ 233,716	83.3%
$ 22.65					$ 14,336	633	$ 22.65	$ 33,556	$ 10	$ 73,108	19.6%
$ 29.18				$ 36,047	$ 44,947	325	$ 138.29	$ 159,829		$ 292,276	15.3%
$ 14.93	2,921	610	20.9%	$ 16,991	$ 27,262	779	$ 35.00	$ 8,900		$ 36,162	75.4%
$ 20.34				$ 125,288	$ 142,884	950	$ 150.00	$ 168,746		$ 356,958	40.0%
$ 14.03					$ 9,445						
$ 20.08					$ 11,483	572	$ 20.08	$ 38,656	$ 550	$ 50,139	22.9%
$ 25.10				$ 99,164	$ 148,693	2,032	$ 73.17	$ 105,573	$ 615	$ 276,079	53.8%
$ 29.83				$ 1,495	$ 5,641	303	$ 18.62	$ 10,851		$ 16,492	34.2%
$ 12.77	1,000			$ 29,455	$ 32,596	348	$ 93.67	$ 323,646	$ 10	$ 356,243	9.1%
$ 19.93	1,468			$ 1,789	$ 12,250	700	$ 17.50	$ 36,787	$ 3,242	$ 49,037	25.0%
$ 31.90				$ 107,776	$ 160,164	1,957	$ 81.84	$ 204,813	$ 280	$ 395,040	40.5%
$ 11.14				$ 22,231	$ 34,816			$ 20,768		$ 55,584	62.6%
$ 33.64				$ 1,500	$ 57,685	1,670	$ 34.54	$ 15,954	$ 880	$ 101,106	57.0%
$ 43.15				$ 31,200	$ 161,515	3,022	$ 53.44	$ 81,608	$ 2,020	$ 1,663,472	9.7%
$ 29.82					$ 1,491	50	$ 29.80	$ 1,710		$ 3,201	46.6%
$ 12.49					$ 3,872	310	$ 12.49	$ 6,525	$ 823	$ 10,864	35.6%
$ 18.67				$ 5,145	$ 31,525			$ 51,615		$ 83,140	37.9%
$ 14.67				$ 12,029	$ 22,898	741	$ 30.90	$ 11,611		$ 112,360	20.4%
$ 58.37	1,789			$ 1,507	$ 27,306	502	$ 54.39	$ 68,905		$ 96,211	28.4%
$ 27.81				$ 6,500	$ 28,750	800	$ 35.94	$ 69,845		$ 98,595	29.2%
$ 24.61	492	124	25.2%	$ 1,977	$ 5,423	143	$ 37.92	$ 7,752	$ 20	$ 40,381	13.4%
$ 18.35					$ 8,386	457	$ 18.35	$ 7,474		$ 56,967	14.7%
$ 24.06	5,574			$ 8,000	$ 45,000			$ 21,454		$ 86,104	52.3%
					$ 295,152	980	$ 301.18	$ 201,424	$ 433	$ 621,500	47.5%
$ 47.76				$ 223,406	$ 268,541	945	$ 284.17	$ 9,145	$ 2,402	$ 280,345	95.8%
					$ 288,373	266	$1,084.11	$ 206,998		$ 619,981	46.5%
$ 45.29				$ 7,544	$ 26,838	474	$ 56.62	$ 44,497		$ 71,335	37.6%
$ 15.79	2,283			$ 1,178	$ 7,227	800	$ 9.03	$ 21,580	$ 170	$ 37,658	19.2%
$ 37.13				$ 367,384	$ 450,740	2,269	$ 198.65	$ 33,734	$ 985	$ 593,362	76.0%
					$ 34,660	170	$ 203.88	$ 38,603		$ 112,456	30.8%
$ 8.81				$ 3,015	$ 6,698	482	$ 13.89	$ 4,895		$ 13,727	48.7%
$ 69.67	3,723	1,668	44.8%	$ 318,857	$ 439,667	1,893	$ 232.25	$ 134,356	$ 2,998	$ 574,567	76.5%
$ 9.36				$ 8,543	$ 13,019	508	$ 25.63	$ 30,519	$ 1,940	$ 48,291	26.9%
$ 14.90				$ 200	$ 8,201	539	$ 15.20	$ 1,255		$ 12,926	63.5%
$ 18.52	1,159			$ 1,639	$ 6,566	266	$ 24.68	$ 19,812	$ 3,000	$ 37,442	17.6%
					$ 824,691	1,063	$ 775.81	$ 225,734	$ 700	$ 1,197,229	68.8%
$ 17.96					$ 6,950	387	$ 17.96	$ 23,023		$ 27,092	25.7%
$ 14.45	3,232	1,412	43.9%	$ 440,708	$ 461,111	1,412	$ 326.57	$ 81,298		$ 542,409	85.0%
$ 12.70					$ 1,435	113	$ 12.50		$ 3,000	$ 4,435	32.4%
$ 32.64				$ 13,356	$ 30,458	567	$ 53.77	$ 80,272		$ 110,730	27.6%
$ 18.16				$ 10,180	$ 13,576	190	$ 71.45	$ 65,733	$ 1,000	$ 165,599	8.2%
					$ 28,807	521	$ 55.29	$ 21,775	$ 75	$ 63,255	45.5%
$ 23.52				$ 120,505	$ 160,112	1,712	$ 93.76	$ 26,547	$ 50	$ 192,984	83.0%
$ 13.74					*$ 1,924						
$ 35.11	2,906	397	13.7%	$ 5[illegible],000	$ 69,604	448	$ 155.36	$ 26,665		$ 118,808	58.6%
					$ 765,496	1,351	$ 566.61	$ 153,856	$ 795	$ 972,933	78.7%
$ 32.29				$ 337,101	$ 397,524	1,900	$ 209.22	$ 270,827	$ 1,934	$ 704,350	56.4%
$ 625.17				$ 101,462	$ 285,888	302	$ 946.65	$ 61,476		$ 428,315	66.7%
$ 33.89	1,500	180	12.0%	$ 9,750	$ 15,850	190	$ 83.42	$ 10,006		$ 40,106	39.5%
$ 22.72				$ 16,300	$ 19,708	151	$ 130.52	$ 8,951		$ 50,283	39.2%
$ 24.76				$ 65,765	$ 126,289	2,466	$ 51.21	$ 76,050	$ 77	$ 230,174	54.9%
$ 25.74					$ 7,361	286	$ 25.07	$ 4,171	$ 25	$ 14,393	51.1%

INDEPENDENT SECONDARY SCHOOLS (Continued)

NAME OF INSTITUTION		(1) Year Annual Fund Started	(2) Inst. Fiscal Year Closes	(3) Fund Fiscal Year Closes	(4) No. of Months Active Solic.	(5) Solicitation Methods	(6) Purposes of Fund	(7) Estimate Total Living Alumni	(8) Alumni Solic. Through Fund	(9) No. of Alumni Donors to Fund	(10) Effectiveness of Solicitation	(11) Alumni Gifts to Annual Fund
NEW YORK MILITARY ACAD	N Y	1955	8-31	11-30	12	MP	UCA	6,000	2,800	549	19.6%	$ 9,343
NOBLE AND GREENOUGH SCH	MASS	1930	8-31	12-31	9	AMP	U	1,154	1,146	654	57.1%	$ 24,100
*NORTHFIELD SCH FOR GIRLS	MASS	1904	6-30	6-30	12	M	U	11,000	8,500	2,282	26.8%	$ 17,599
OAKWOOD SCH	N Y	1957	6-30	6-30	8	M	CUS	1,510	1,510	222	14.7%	$ 2,517
OLDFIELDS SCH	MD	1952	7-31	12-31	5	AM	USC	1,300	1,100	322	29.3%	$ 20,940
PEDDIE SCH	N J	1945	6-30	6-30	4	MP	U	6,500	4,740	626	13.2%	$ 11,539
PEMBROKE COUNTRY DAY SCH	MO	1957	6-30	6-30	10	M	FSX	975	975	216	22.2%	$ 12,013
PHILLIPS ACAD	MASS	1906	6-30	1-31	4	AMP	U	12,142	12,142	5,194	42.8%	$ 175,526
PHILLIPS EXETER ACAD	N H	1922	8-31	8-31	4	AM	UFS	14,130	12,313	5,659	46.0%	$ 112,717
POLYTECH PREP COUN DAY SCH	N Y	1955	6-30	6-30	4	M	X		2,447	707	28.9%	$ 11,103
POMFRET SCH	CONN	1939	6-30	3-31	5	AMP	U	1,600	1,500	658	43.9%	$ 15,376
MISS PORTERS SCH	CONN	1953	8-31	8-31	12	AMP	UFSCAX	4,040	3,952	1,388	35.1%	$ 34,376
PORTSMOUTH PRIORY SCH	R I	1950	6-30	12-31	3	AM	FSC	840	710	247	34.8%	$ 6,419
PUNAHOU SCH	HAW	1941	6-30	6-30	12	AM	USAC	14,519	7,500	3,212	42.8%	$ 19,963
RIVERDALE COUNTRY SCH	N Y	1952	6-30	6-30	6	AM	C	1,391	1,391	196	14.1%	$ 12,831
ROSEMARY HALL	CONN	1954	6-30		Alumnae Fund Merged with Capital Campaign							
ROYCEMORE SCH	ILL	1960	8-31	12-31	7	AMP	X	1,200	818	194	23.7%	$ 2,654
ST ALBANS SCH	D C	1952	6-30	6-30	3	M	U	1,300	1,300	252	19.4%	$ 7,425
ST ANNES SCH	VA	1946	6-30	6-30	3	M	S	783	783	67	8.6%	$ 1,582
ST IGNATIUS H S	OHIO	1947	6-30	5-15	3	AMPT	SC	6,500	4,813	2,151	44.7%	$ 35,349
ST LOUIS COUNTRY DAY SCH	MO	1955	6-30	1-31	4	AMP	UFSA	1,550	1,506	611	40.6%	$ 19,220
ST MARGARETS SCH	CONN	1949	6-30	6-30	8	AM	U	2,100	2,100	547	26.0%	$ 6,687
*ST MARKS SCH	MASS	1921	6-30	3-31	1	AM	UA	1,650	1,600	468	29.3%	$ 13,243
ST MARKS SCH OF TEXAS	TEX	1959	8-31	8-31	3	MP	FS	1,000	750	25	3.3%	$ 500
*ST PAULS SCH	N H	1921	6-30	9-30	8	AMP	UA	4,939	4,516	2,603	57.6%	$ 96,161
SHATTUCK SCH	MINN	1952	6-15	6-15	12	AM	UFSCA	3,110	2,042	700	34.3%	$ 23,105
SHIPLEY SCH	PA	1947	6-30	6-30	5	AMP	FSC	2,200	2,002	788	39.4%	$ 27,094
SIDWELL FRIENDS SCH	D C	1952	6-30	6-30	5	MP	FX	1,500	1,200	195	16.3%	$ 4,028
SOLEBURY SCH	PA	1951	6-30	6-30	8	AM	U	800	490	130	26.5%	$ 2,240
SPRINGSIDE SCH	PA	1950	8-31	8-31	5	AM	UFSA	1,650	1,525	387	25.4%	$ 6,461
STONY BROOK SCH	N Y	1957	6-31	6-31	12	AMP	USC	1,250	1,100	235	21.4%	$ 22,630
STORM KING SCH	N Y	1959	6-30	5-31	6	AMP	U	850	730	112	15.3%	$ 3,089
TAFT SCH	CONN	1937	6-30	6-30	4	AM	U	3,386	3,386	1,777	52.5%	$ 47,994
TEXAS MILITARY INST	TEX	1959	7-31	7-31	4	M	U	3,000	1,400	49	3.5%	$ 2,271
THACHER SCH	CAL	1951	7-31	7-31	7	AMP	USCX	1,213	1,087	494	45.4%	$ 38,175
UNIVERSITY SCH	OHIO	1946	10-31	5-15	6	AMPT	UFSAX	3,269	3,125	1,243	39.8%	$ 63,055
*WAYLAND ACAD	WIS	1947	6-30	6-30	9	AMP	C	1,700	1,700	221	13.0%	$ 7,642
WESTERN RESERVE ACAD	OHIO	1948	6-30	4-30	5	MA	SA	1,830	1,808	613	33.9%	$ 9,213
WESTMINSTER SCH	CONN	1952	6-30	6-30	3	AM	USCA	1,300	1,150	372	32.3%	$ 20,272
WESTOVER SCH	CONN	1951	6-30	12-31	4	A	U	2,460	2,255	890	39.5%	$ 71,772
*WESTRIDGE SCH	CAL	1958	7-30	7-30	8	M	U	1,300	1,161	64	5.5%	$ 1,040
WI[illegible]ISTON ACAD	MASS	1921	6-30	6-01	6	AMP	USAFC	3,730	3,226	1,944	60.3%	$ 40,465
TOTALS								292,594	249,200	79,270	31.8%	$ 2,656,773

INDEPENDENT SECONDARY SCHOOLS (Continued)

(12) Average Alumni Gift to Fund	(13) Living Graduates	(14) Graduate Donors	(15) Percent of Graduates Giving	(16) Alumni Giving Not Credited to Fund	(17) Total of All Alumni Giving	(18) Total Alumni Donors to All Purposes	(19) Average Alumni Gift through All Channels	(20) Total Non-Alumni Parent Giving	(21) Total Gifts Eligible for Matching by Corporations	(22) Total Gift Support to Institution All Sources	(23) Alumni Gifts as Percent of Total Support
$ 17.02				$ 605	$ 9,946	560	$ 17.76	$ 8,499		$ 18,357	54.2%
$ 36.85				$ 698	$ 24,796	666	$ 37.23	$ 15,423	$ 115	$ 58,768	42.2%
$ 7.71				$ 23,056	$ 40,655	2,400	$ 16.94		$ 75	$ 57,950	70.6%
$ 11.34	1,235				$ 2,517	222	$ 11.34	$ 8,322		$ 59,474	4.2%
$ 65.03				$ 34,800	$ 55,740	335	$ 166.39	$ 39,820		$ 95,560	58.3%
$ 18.43				$ 39,000	$ 50,539			$ 21,126	$ 1,055	$ 72,720	69.5%
$ 55.62					$ 12,013	216	$ 55.61	$ 163,993		$ 176,006	6.9%
$ 33.79				$ 1,718,331	$ 1,893,857	5,194	$ 364.62	$ 220,000	$ 8,500	$ 2,125,998	89.1%
$ 19.92				$ 439,012	$ 551,730	5,800	$ 95.13	$ 327,395	$ 380	$ 879,505	62.7%
$ 15.70					$ 11,103	707	$ 15.70	$ 21,423	$ 35	$ 32,526	34.4%
$ 23.37				$ 94,167	$ 109,543	671	$ 163.25	$ 25,500	$ 75	$ 141,343	77.4%
$ 24.77				$ 1,096,925	$ 1,131,301	1,834	$ 616.84	$ 541,457	$ 150	$ 1,672,909	67.6%
$ 25.99				$ 20,235	$ 26,654	263	$ 101.35				
$ 6.22	5,685	2,912	51.2%	$ 7,673	$ 27,636	3,388	$ 8.16	$ 20,185		$ 59,932	46.1%
$ 65.46					$ 12,831	196	$ 65.45	$ 87,781		$ 188,257	6.8%
					$ 82,400	312	$ 264.10	$ 133,750	$ 4,000	$ 216,150	38.1%
$ 13.68	903	194	21.5%		$ 2,654	194	$ 13.68	$ 4,000		$ 45,320	5.8%
$ 29.46					$ 7,425	252	$ 29.46	$ 25,182	$ 1,050	$ 54,560	13.6%
$ 23.63	783				$ 1,582	57	$ 23.63				
$ 16.43					$ 35,349	2,151	$ 16.42	$ 43,128		$ 148,581	23.7%
$ 31.46				$ 4,810	$ 24,030	619	$ 38.72	$ 35,116	$ 100	$ 64,437	37.3%
$ 12.22					$ 6,687	547	$ 12.04				
$ 26.30				$ 2,368,267	$ 2,381,510	1,003	$2,374.39	$ 685,474	$ 35		
$ 20.00	300	20	6.6%		$ 500	25	$ 20.00	$ 100,000		$ 237,496	.2%
$ 36.94				$ 254,391	$ 350,552	2,678	$ 130.90	$ 33,135	$ 360	$ 532,900	65.7%
$ 33.01	2,042	700	34.3%	$ 48,100	$ 71,205	700	$ 101.70	$ 45,208		$ 133,565	53.3%
$ 34.38				$ 9,366	$ 36,460	837	$ 43.56	$ 50,342	$ 150	$ 115,576	31.5%
$ 20.66	1,220	183	15.0%	$ 5,71	$ 9,741	234	$ 41.63	$ 58,407		$ 72,434	13.4%
$ 17.23					$ 2,240	130	$ 17.23	$ 4,380		$ 34,105	6.5%
$ 16.70				$ 7,405	$ 13,866	400	$ 34.66	$ 22,763	$ 471	$ 40,454	34.3%
$ 96.30				$ 3,502	$ 26,132	297	$ 87.99		$ 10	$ 94,451	27.2%
$ 27.58					$ 3,089	112	$ 27.50	$ [illegible],424	$ 100	$ 8,533	36.2%
$ 27.01				$ 456,055	$ 504,049	1,802	$ 279.72	$ 31,262	$ 320	$ 535,311	94.2%
$ 46.35					$ 2,271	49	$ 46.34	$ 2,592		$ 5,863	38.7%
$ 77.28				$ 16,000	$ 54,175	494	$ 109.66	$ 39,596		$ 93,771	57.7%
$ 50.73	2,441	1,122	46.0%		$ 63,055	1,243	$ 50.73	$ 45,943	$ 25	$ 108,998	57.8%
$ 34.58				$ 3,000	$ 10,646	225	$ 47.30	$ 20,787	$ 250	$ 31,429	33.8%
$ 15.03	1,651			$ 5,500	$ 14,713	615	$ 24.71	$ 127,410		$ 158,935	9.3%
$ 54.49				$ 42,281	$ 62,553	377	$ 165.92	$ 56,029		$ 142,887	43.7%
$ 80.64				$ 8,181	$ 79,953	892	$ 89.50	$ 17,400		$ 101,353	78.9%
$ 16.25				$ 3,460	$ 4,500			$ 5,907		$ 21,066	21.4%
$ 20.82					$ 40,465	1,944	$ 20.82	$ 9,223	$ 60	$ 60,225	67.2%
$ 33.52	*	*	*	**$ 9,321,535**	**$ 14,297,891**	**82 110**	**$ 171.97**	**$ 6,606,084**	**$ 45,350**	**$ 22,624,226**	**52.5%**

* Because less than one-seventh of the Independent Secondary Schools reporting gave statistics on graduate giving, the totals for these columns are not presented with the other totals. They are recorded here with the reservation that they represent only a portion of the possible total.

Living Graduates	47,505
Graduate Donors	10,278
Percent of Graduates Giving	33.6%

INSTITUTIONS OUTSIDE THE UNITED STATES

Thirteen Canadian institutions reported $1,782,816 from 29,250 alumni in 1959-1960. Twelve of these colleges and universities were included in last year's survey; the increase among this control group amounts to $488,493.

In spite of this increase, the Canadians continue to show the lowest ratio of alumni gifts to total gift support. And the very small figure they report for matching gifts ($1,852) indicates that difficulties remain to be solved in this form of aid to education before Canadian institutions can share fully in the concept of matching gifts.

The inclusion of Silliman University in the Philippines in the 1959-1960 survey resulted in renaming the category to include all institutions outside the United States. The Canadian institutions are still retained as a group in the category so that their statistics are easily isolated.

The leaders in the category are listed below, followed by statistics for each institution.

NUMBER OF ALUMNI DONORS TO THE FUND

McGill University	12,210
Queen's University at Kingston	6,094
Laval University	2,945
University of Western Ontario	2,432
University of Toronto	2,400

EFFECTIVENESS OF SOLICITATION

McGill University	44.1%
Queen's University at Kingston	37.7
Laval University	29.5
University of Western Ontario	22.3
Assumption University of Windsor	18.6

ALUMNI GIFTS TO THE ANNUAL FUND

McGill University	$297,047
Queen's University at Kingston	142,754
Mount Allison University	61,774
University of British Columbia	35,944
University of Western Ontario	31,750

INSTITUTIONS OUTSIDE THE UNITED STATES Canadian Institutions

NAME OF INSTITUTION		(1) Year Annual Fund Started	(2) Inst. Fiscal Year Closes	(3) Fund Fiscal Year Closes	(4) No. of Months Active Solic.	(5) Solicitation Methods	(6) Purposes of Fund	(7) Estimate Total Living Alumni	(8) Alumni Solic. Through Fund	(9) No. of Alumni Donors to Fund	(10) Effectiveness of Solicitation	(11) Alumni Gifts to Annual Fund
*ASSUMPTION UNIV WINDSOR	ONT	1958	6-30	1-31	6	AMT	U	5,000	2,800	522	18.6%	$ 8,845
*UNIV OF BRITISH COLUMBIA	B C	1949	3-31	12-31	6	M	USX	40,000	18,000	1,446	8.0%	$ 35,944
UNIV LAVAL	QUE	1950	6-30	6-30	6	MPT	A	17,000	9,998	2,945	29.5%	$ 21,295
UNIV OF MANITOBA	MAN		3-31	3-31	12	M	S	30,000	18,500	1,028	5.6%	$ 12,832
MCGILL UNIV	QUE	1948	5-31	12-31	9	AMPT	U	30,000	27,697	12,210	44.1%	$ 297,047
UNIV DE MONTREAL	QUE	1960		4-30	12	AMPT	U	15,000				$ 2,500
MOUNT ALLISON UNIV	N B	1949	6-30	6-30	6	AMP	C	15,849	12,549	1,913	15.2%	$ 61,774
ONTARIO AGRIC COL	ONT							5,000				
UNIV D OTTAWA	ONT	1953	6-30	12-31	9	MP	US	20,000	10,000	1,540	15.4%	$ 12,787
QUEENS UNIV AT KINGSTON	ONT	1949	6-30	12-31	12	MP	U	35,800	16,148	6,094	37.7%	$ 142,754
UNIV OF SASKATCHEWAN	SASK		6-30		Capital Campaign in Progress							
UNIV OF TORONTO	ONT	1953	6-30	6-30	3	M	USAX	115,000	26,200	2,400	9.2%	$ 27,928
*UNIV OF WESTERN ONTARIO	ONT	1948	6-30	12-31	12	M	U	13,280	10,884	2,432	22.3%	$ 31,750
TOTALS								341,929	152,776	32,530	21.3%	$ 655,456

INSTITUTIONS OUTSIDE THE UNITED STATES Foreign Institutions

NAME OF INSTITUTION		(1) Year Annual Fund Started	(2) Inst. Fiscal Year Closes	(3) Fund Fiscal Year Closes	(4) No. of Months Active Solic.	(5) Solicitation Methods	(6) Purposes of Fund	(7) Estimate Total Living Alumni	(8) Alumni Solic. Through Fund	(9) No. of Alumni Donors to Fund	(10) Effectiveness of Solicitation	(11) Alumni Gifts to Annual Fund
*SILLIMAN UNIV	PHIL					MP		27,150				
GRAND TOTALS								369,079	152,776	32,530	21.3%	$ 655,456

AVERAGE ALUMNI GIFT TO THE FUND

Mount Allison University	$32.29
University of British Columbia	24.86
McGill University	24.33
Queen's University at Kingston	23.43
Assumption University of Windsor	16.94

TOTAL ALUMNI GIVING

University of British Columbia	$488,429
Queen's University at Kingston	349,318
McGill University	297,047
Mount Allison University	220,706
University of Saskatchewan	140,206

TOTAL ALUMNI DONORS

University of Toronto	7,000
Queen's University at Kingston	6,672
University of British Columbia	4,123
Laval University	3,187
University of Western Ontario	2,785

AVERAGE ALUMNI GIFT THROUGH ALL CHANNELS

University of Saskatchewan	$192.85
University of British Columbia	118.46
Mount Allison University	112.08
Silliman University	61.48
Queen's University at Kingston	52.35

TOTAL GIFT SUPPORT

McGill University	$14,912,873
University of Toronto	8,234,924
University of Western Ontario	5,904,958
University of British Columbia	2,712,022
Queen's University at Kingston	1,753,329

SUPPLEMENTARY NOTES

INSTITUTIONS OUTSIDE THE UNITED STATES

CANADIAN INSTITUTIONS

ASSUMPTION UNIVERSITY OF WINDSOR—
Column 22 does not include pledges to the 1956 Building Fund that were paid in 1959-1960.

UNIVERSITY OF BRITISH COLUMBIA—
Annual giving resumed this year following a capital gifts drive, and many alumni are still paying pledges.

UNIVERSITY OF WESTERN ONTARIO—
Column 23 cannot be computed because of overlap with capital gifts campaign.

FOREIGN INSTITUTIONS

SILLIMAN UNIVERSITY—
Figures were expressed in pesos and converted to dollars at the current exchange rate of one peso to $.40.

INSTITUTIONS OUTSIDE THE UNITED STATES Canadian Institutions

(12) Average Alumni Gift to Fund	(13) Living Graduates	(14) Graduate Donors	(15) Percent of Graduates Giving	(16) Alumni Giving Not Credited to Fund	(17) Total of All Alumni Giving	(18) Total Alumni Donors to All Purposes	(19) Average Alumni Gift through All Channels	(20) Total Non-Alumni Parent Giving	(21) Total Gifts Eligible for Matching by Corporations	(22) Total Gift Support to Institution All Sources	(23) Alumni Gifts as Percent of Total Support
$ 16.94	1,228	319	26.4%		$ 8,845	522	$ 16.94			$ 41,390	21.4%
$ 24.86				$ 452,485	$ 488,429	4,123	$ 118.46			$ 2,712,022	18.0%
$ 7.23				$ 17,250	$ 38,545	3,187	$ 12.09			$ 192,598	20.0%
$ 12.48	25,000	1,028	4.1%	$ 26,562	$ 39,394	1,028	$ 38.32		$ 40	$ 415,575	9.5%
$ 24.33					*$ 297,047				$ 438	$ 14,912,873	
	15,000			$ 6,430	$ 8,930						
$ 32.29	3,139			$ 158,932	$ 220,706	1,969	$ 112.08			$ 1,226,446	18.0%
	3,800			$ 35,000	$ 35,000	1,237	$ 28.30			$ 93,905	37.3%
$ 8.30					*$ 12,787					$ 1,653,000	
$ 23.43	17,911	6,094	34.0%	$ 206,564	$ 349,318	6,672	$ 52.35		$ 755	$ 1,753,329	19.9%
	16,500				$ 140,206	727	$ 192.85			$ 1,544,019	9.1%
$ 11.64				$ 74,628	$ 102,556	7,000	$ 14.65		$ 159	$ 8,234,924	1.3%
$ 13.06				$ 9,303	$ 41,053	2,785	$ 14.74		$ 460	$ 5,904,958	
$ 20.07	*	*	*	$ 987,154	$ 1,782,816	29,250	$ 50.05		$ 1,852	$ 38,685,039	8.8%

INSTITUTIONS OUTSIDE THE UNITED STATES Foreign Institutions

(12) Average Alumni Gift to Fund	(13) Living Graduates	(14) Graduate Donors	(15) Percent of Graduates Giving	(16) Alumni Giving Not Credited to Fund	(17) Total of All Alumni Giving	(18) Total Alumni Donors to All Purposes	(19) Average Alumni Gift through All Channels	(20) Total Non-Alumni Parent Giving	(21) Total Gifts Eligible for Matching by Corporations	(22) Total Gift Support to Institution All Sources	(23) Alumni Gifts as Percent of Total Support
	5,038				$ 48,445	788	$ 61.48	$ 580		$ 173,402	27.8%
$ 20.07	*	*	*	$ 987,154	$ 1,831,261	30,038	$ 50.35	$ 580	$ 1,852	$ 38,858,441	9.0%

* Because less than one-fourth of the Canadian institutions reporting gave statistics on graduate giving, the totals for these columns are not presented with the other totals. They are recorded here with the reservation that they represent only a portion of the possible total.

Living Graduates (including Silliman)	87,616
Graduate Donors	7,441
Percent of Graduates Giving	16.9%

ADDENDUM

In addition to the 804 institutions listed in the body of this report, more than one hundred others indicated their interest in the survey and regretted that for some reason they were unable to respond. More than half of these non-respondents have no alumni fund and/or no annual giving program. Some expressed the hope, however, that alumni solicitation on an annual basis would be put into effect in the near future. For various reasons other colleges which do receive support from alumni were unable to specify the amount. Because all these institutions expressed interest in the survey and because many hoped that they would be able to participate in the future, we are listing them here.

INSTITUTIONS WITH NO ANNUAL GIVING PROGRAM

University of Alaska
Alliance College, Penn.
Bloomfield College and Seminary, N.J.
California Western University
Chicago Teachers College, Ill.
Chico State College, Calif.
Christian Brothers College, Tenn.
Colorado Academy
Danbury State College, Conn.
Delta State College, Miss.
Dropsie College, Penn.
Eastern Illinois University
Eastern Montana College of Education
Emmanuel Missionary College, Mich.
Farmington State Teachers College, Me.
Franklin University, Ohio
Fresno State College, Calif.
Hannah More Academy, Md.
Humboldt State College, Calif.
International Christian University, Japan
Little Rock University, Ark.
Livingston State College, Ala.
Long Beach State College, Calif.
Los Angeles State College, Calif.
Maryknoll Teachers College, N.Y.
Maryland State Teachers College, Frostburg
Maryland State Teachers College, Salisbury
Maryland State Teachers College, Towson
Merrill Palmer Institute, Mich.
Middle Tennessee State College
Moore Institute of Art, Science and Industry, Penn.
State University of New York
  College of Education at Cortland
  College of Education at Geneseo
  College of Education at Plattsburgh
North Dakota State Teachers College, Valley City
Northwest Missouri State College
Oklahoma College for Women
Pan American College, Tex.
Pennsylvania State College, Bloomsburg
Queens College, N.Y.
Radford College, Va.
Sacred Heart College, Kan.
San Fernando Valley State College, Calif.
Shepherd College, W. Va.
Simpson Bible College, Calif.
Southern Connecticut State College
Southern State College, Ark.
Texas Western College
Trenton State College, N.J.
Walsh College, Ohio
Wessington Springs College, S.D.
Western Illinois University
University of Wyoming

INSTITUTIONS JUST BEGINNING AN ANNUAL FUND

University of California, Santa Barbara
Cascade College, Oreg.
Central State College, Okla.
Claremont College, Calif.
Concord College, W.Va.
Fairmont State College, W.Va.
Gallaudet College, D.C.
Hun School, N.J.
Indiana Central College
Monmouth College, N.J.
St. Francis Xavier University, N.S.
St. John College of Cleveland, Ohio
Shippensburg State College, Penn.
Tennessee Wesleyan College
Trinity College, Vt.
United States Naval Academy, Md.
Whitman College, Wash.
Wisconsin State College at River Falls
York Junior College, Penn.

INSTITUTIONS WITH NO STATISTICS AVAILABLE

Adelphi Academy, N.Y.
Athens College, Ala.
Atlanta University, Ga.
Auburn University, Ala.
Bates College, Me.
Breck School, Minn.
Calhoun School, N.Y.
Cardinal Glennon College, Mo.
Central Missouri State College
Church Divinity School of the Pacific, Calif.
Colorado College
Concordia Teachers College, Nebr.
Episcopal High School, Va.
Grace College, Ind.
Grosse Pointe University School, Mich.
Huston Tillotson College, Tex.
Lambuth College, Tenn.
Los Angeles Pacific College, Calif.
Marlboro College, Vt.
McMurry College, Tex.
Northeastern State College, Okla.
Nyack Missionary College, N.Y.
Paine College, Ga.
Pasadena College, Calif.
University of Southwestern Louisiana
University of Texas
University of Toledo, Ohio
Union College, Nebr.
Union University, Tenn.
Winona State College, Minn.

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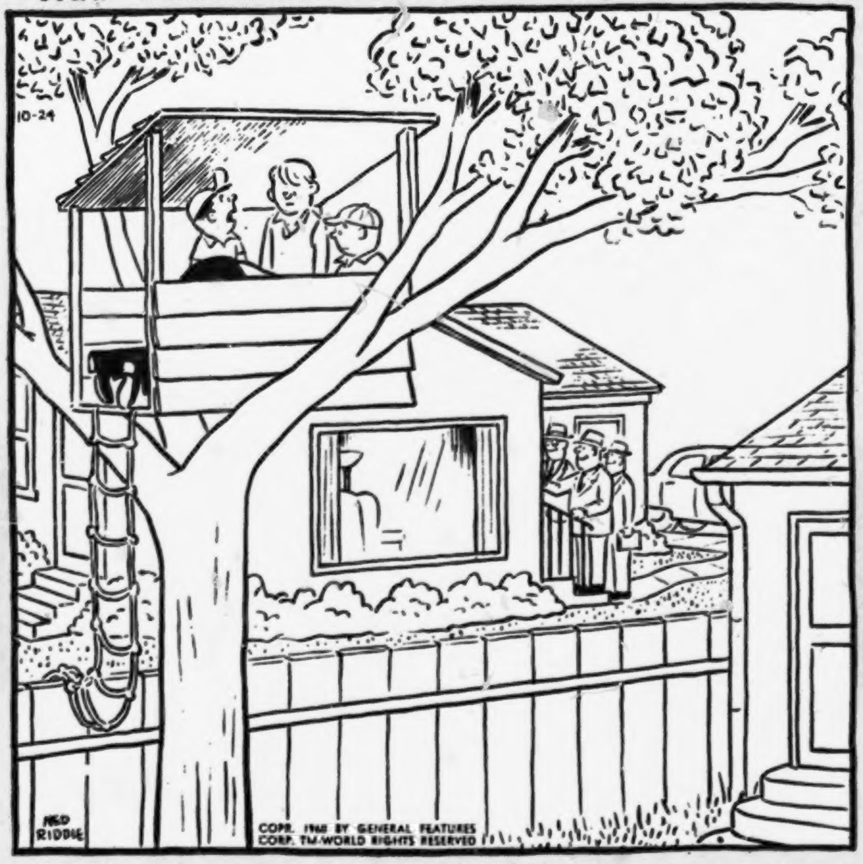
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